

## PROFILE



# PREETHI V LECTURER

## QUALIFICATION

B.Tech, Fashion Technology

## DATE OF JOINING

20 March, 2023

## CONTACT

MOBILE NUMBER:  
8675712730

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ADDRESS:  
Plot no 12f,  
Kurinji Street,  
Gomathipuram 6<sup>th</sup> main road,  
Madurai - 625020

## EDUCATION

2023-Present

**MBA - Pursuing**

2015-2019

**B. Tech- Fashion Technology  
CGPA 8.85**

Kumaraguru College of Technology,  
Coimbatore

Electives: Fashion Retail Management,  
Costing, Visual Merchandising, Pattern  
Making, Apparel Merchandising & Project  
Management.

**Key area/s of interest:** Fashion Retail  
Management, Visual Merchandising

2015

**N.S.V.V. Matriculation Higher Secondary School**

Tamil Nadu State Board – Science Stream 95%  
Pattiveranpatti

## KEY ACADEMIC PROJECTS AND ASSIGNMENTS

### FINAL PROJECT: DESIGN & DEVELOPMENT OF ANTIMICROBIAL FUNCTIONAL PILLOWS USING RECYCLED HOLLOW POLYESTER

PET Bottles which occupy a major part of landfills as trash are being converted to recycled polyester thereby reducing environmental hazard, raw material usage and the cost of raw material. This improves economic stability as well as reduces cost of virgin raw materials.

Key Learning's: Box & Behnken Analysis, Product Testing, Costing Analysis, Product Design

### MINI PROJECT: ANALYSIS OF IMPACT OF BRAND PERSONALITY ON PRODUCT SALE

Evaluating the relationship between Brand Personality & Product sale and to highlight the importance of maintaining Brand Personality.

Key Learning's: Branding, Data Collection & Interpretation, Financial Tools, Analyzing data, Area & Sample Selection, Co-relation between walk-in ratio & Conversion ratio.

### PROTFOLIO PRESENTATION

Creation of Concept Note, Mind Map, Mood Board, Colour Board, Pattern Board, Client Board, Swatchboard. After which sketches were drawn and the best sketch was selected and for which measurements were taken following which drafting and cut patterns were made. Costing and Look Book for the same was also prepared.

## HOBBIES

- Problem Solving
- Networking
- Exploring places
- Gardening
- Reading
- Art
- Photography

## SKILLS

- Competencies In Visual Merchandising & Fashion Retail Management
- Interpreting Data
- Problem Solving
- Creative Thinking
- Networking Abilities
- Language Skills Which Include English, Tamil & Hindi

## ADDITIONAL INFORMATION

- Driving license for 2 and 4 wheelers
- Language competencies include English, Tamil & Hindi

## RESEARCH PUBLICATION

Published a paper titled “**Environmental Foot Prints of Recycled Polyester**” in the Journal Springer – May 2019. ISBN NO: 978-981-13-9577-2

## SPECIAL ACHIEVEMENTS AND AWARDS

- Nominated For **Best Project Award** For “Design And Development Of Antimicrobial Functional Pillows Using Recycled Hollow Polyester”
- Team Leader** of the Project Team while doing both the Mini-Project and Main-Project.
- Awarded **Mahatma Gandhi Merit Scholarship** from 2015-2019.
- Completed **Rashtrabhasha Praveen Uttardh** Examination in 2011
- Finished **Cambridge English Entry Level Certificate** during May 2016.
- Finished “**Adobe Photoshop, Adobe Illustrator, Adobe Indesign & Marvelous Designer**” in YellowTree Academy
- Completed a two months course on “**Basic Sewing & Designing**” in Zarigai by Gitanjali, Madurai.

## FDP/SEMINAR/WORSHOP ATTENDED

- Attended two-day workshop on “**New Trends on Printing**”
- Attended a two-day **Basic Embroidery course** in Kumaraguru College of Technology, Coimbatore
- Attended a one-day workshop on “**Legging Pattern Making**” in Kumaraguru College of Technology, Coimbatore
- Attended “**Developing Scenario in Applied Sciences & Communicative English**” in Kumaraguru College of Technology, Coimbatore.
- Attended a one week faculty development program from 31.07.2023-07.08.2023 on “**Innovations and Strategies in Higher Education**” conducted by ACT Academy.
- Participated in a webinar conducted by MSME Technology development center PPDC on 05.08.23 and 06.08.23 under the topic **Design Thinking**.
- Attended a workshop on “**Outcome based Education**” on 15.08.2023 conducted by ACT Academy.
- Participated in a webinar on “**Art of writing and publishing Research Papers in Scopus Indexed Journal**” Conducted by Kongu Engineering College on 02.09.2023.
- Participated in Faculty Orientation program conducted by The American College, Madurai on 09.09.2023.

## REFERENCE

Dr. R. Shanthy  
Assistant Professor,  
Kumaraguru Institute of Technology,  
Coimbatore  
Contact no: 9791937869

- Attended a FDP on “**NAAC Assessment and Accreditation: Procedure and Process**” conducted by ACT Academy from 11.09.2023 – 17.09.2023.
- Participated in Tanjore painting workshop conducted in The American College, Madurai on 25.09.2023.
- Attended a webinar on “**Improving metacognitive skills for teachers**” conducted on 05.10.23 by ACT Academy.