



Vamsi Krishna

Design Leader | Textile Strategist | Brand Architect

+91 7676678365 VAMSINIFT2012@GMAIL.COM

Strategic Design Leader with 14 years of multi-disciplinary expertise across Home Textiles, Premium Shirting, and Ready-to-Wear. A visionary architect of creative ecosystems, specialized in establishing greenfield design studios and defining the aesthetic DNA for industry-leading brands. Expert in synthesizing complex design languages—spanning intricate Jacquards, sophisticated Prints, and artisanal Yarn-Dyeds—into cohesive, market-forward collections. Proven ability to lead diverse creative teams in translating global trends into high-impact visual narratives for premium domestic and international markets.

PERSONAL

Name Jonnadula Vamsi Krishna
Date of Birth August 15th 1991
Relationship Married
Nationality Indian
Languages English, Hindi, Telugu

CONTACT

Address Flat No.D-302, Suavity Otium, Akshayanagar, Yelanahalli Main Road, Bengaluru-560068

WORK

Experience 13 Years & 8 months
Currently Senior Manager- Design
Grasim- Aditya Birla Group

EDUCATION

Graduation Fashion & Textile Design from NIFT-Hyderabad 2008-2012 with CGPA 7.1
Higher Secondary MPC from Sri Chaitanya Junior College 2006-2008 with 92.1%
SSC Mourya Vidyalayam 2006 with 88%

SOFTWARE



Senior Manager- Design

2018 To Present



Grasim- Aditya Birla Group- Bengaluru

Lead Design | Product Development

Design Infrastructure: Played a pivotal role in the conceptualization and operational setup of the centralized Design Studio in Bengaluru, transforming the brand's creative workflow.

Multi-Segment Portfolio: Orchestrating design strategy for OTC, B&R, and Apparel segments across both Linen and Premium Cotton businesses.

High-Volume Management: Direct the development of 1,200+ unique SKUs per quarter for each business segment, ensuring a balance of technical innovation and market relevance.

Global Trade Leadership: Curated and led exclusive international trade shows and VM displays in Dubai, Colombo, Vietnam, Bali, and Kuala Lumpur to expand global footprint.

Creative Direction: Steering seasonal brand campaigns and catalogs from initial concept to final product photography, ensuring a cohesive visual narrative.

People Leadership: Mentoring and managing a cross-functional team of 7 designers distributed across Bengaluru and Kolkata hubs.

Manager- Creative

2016 TO 2018



Indo Count Industries- Mumbai

Lead Design | Branding

Product Incubation: Developed seasonal curative bedding collections, successfully launching the 'Boutique Living' brand into the premium home textile market.

Market Engagement: Organized and executed large-scale trade fair presence at HGH and Bharat Tex, enhancing brand visibility with domestic and international stakeholders.

Brand DNA: Formulated comprehensive branding strategies, including e-commerce aesthetics and innovative packaging solutions for diverse product categories.

Strategic Sourcing: Established a robust vendor ecosystem for high-end marketing collaterals and premium product packaging.

Manager- Design

2015 TO 2016



NSL Textiles- Hyderabad

Design Shirting & B&R Segment

Creative Strategy: Managed key seasonal design directions and exclusive collections for Yarn-Dyed and Print categories.

Account Leadership: Partnered with top-tier global clients including Levis, Mufti, Arvind, and Madhura to deliver bespoke textile solutions.

Category Expansion: Pioneered the introduction of Women's and Kids' wear collections, successfully diversifying the corporate product portfolio.

Technical PD: Collaborated with factory teams to oversee desk-looms and strike-offs, ensuring technical accuracy in rapid prototyping.

Creative Designer

2012 TO 2015



Creative Portico Pvt. Ltd- Mumbai

Creative Design | Branding

Trend Forecasting: Developed seasonal concepts for flagship brands Portico and Stellar, grounded in global aesthetic trends.

Visual Merchandising: Led the end-to-end VM strategy and implementation for national EBOs and MBOs.

Systemic Design: Revolutionized brand communication and packaging standards that continue to serve as the brand's foundation.