





Chandramali Ganegoda


Head of Design

PERSONAL INFORMATION


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 No. 507/B, Wenketiya Watta, Denipitiya
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AWARD & ACHIEVEMENTS

 Best Performer of the Year 2018/2019
Softlogic Holdings - Cotton Collection

SKILLS

- Strategic Thinking
- Branding / Commercial Awareness
- Project Management
- Problem Solving and Decision-making
- Adobe Illustrator & Photoshop
- Microsoft Dynamics NAV
- E-commerce / Social Media

INTEREST & HOBBIES

- Reading
- Travelling
- Music & Photography

ABOUT ME

Experienced in fashion & marketing with a demonstrated track record of leading high-performing teams and delivering innovative design solutions that drive business growth. Adept at creating design strategies that align with company goals, while fostering a culture of creativity and collaboration. With a deep understanding of design principles and industry trends, I have the ability to lead projects from concept to launch, working closely with cross-functional teams to ensure the successful execution of design and marketing initiatives

CAREER OVERVIEW

- 2020 September - Present Head of Design - Leather Collection
- 2016 August - 2020 March Head Designer - Cotton Collection
- 2014 July - 2016 July Senior Fashion Designer - Cotton Collection
- June 2013 - June 2014 Fashion Designer - Hameedia
- August 2012 - May 2013 Development Merchandiser - Orient Garment (Next)
- Nov 2011 - July 2012 Fashion Buyer - Cotton Collection

WORK EXPERIENCE

2020-Present Head of Design

2 years Leather Collection

- Create and implement design strategies, goals and objectives for the company
- Lead and manage the design team, setting goals and providing mentorship and guidance
- Oversee the design process, from research and concept development to final delivery
- Responsible for Budgeting, forecasting future trends for the company incorporating new techniques and technological advancement
- Ensure that design work meets brand guidelines and high standards of product quality
- Collaborate with cross-functional teams such as buying, merchandising and marketing, to bring design concepts to life
- Oversee all design projects and ensure they are delivered on time, on budget, and to a high standard
- Foster a positive, creative, and inclusive work environment for the design team

2016-2020 Head Designer

4 years Cotton Collection

- Heading three product rangers, Lead the design team / Forecast trends and create concepts for seasons
- Guide all fashion buyers regarding trend and styling
- Responsible for Range planning technical pack development
- Participate trade show and travel overseas for sourcing
- Managing the product development meetings / Responsible for photo shoots

EDUCATION

- 2021-2023 Master of Business Administration
Postgraduate Institute of Management (PIM) - University of Sri Jayewardenepura
- 2006-2011 B. Des (Hons), Fashion Design & Product Development
Department of Textiles and Clothing Technology
- University of Moratuwa

REFERENCES

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| Niloufer Anverally Leather Collection
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