

ANKIT TEJPAL

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SUMMARY

Strategic design and brand leader with **13+ years** of experience across **fashion, ecommerce, and innovation**. I've worked across both scale and start-up environments — from leading category strategy at Amazon to advising emerging brands on growth, product, and storytelling. I focus on connecting **customer insight** with **creative thinking** to shape ideas that are commercially and culturally relevant. Currently exploring how **circular systems** and **tech** can shape the future of fashion.

EXPERIENCE

Independent Consultant

Design & Fashion Supply Chain Development

Present, London

Worked with founders and leadership teams to shape brand and product strategy, streamline go-to-market execution, and support growth across fashion and lifestyle ventures. Focused on integrating sustainability, customer insight, and sourcing agility to build future-ready, circular business models.

- **Design Strategy & Product Development** – Supporting brands in range planning, digital prototyping & pitch development.
- **Process Standardisation & Cost Control** – Establishing workflows to streamline operations and reduce production costs.
- **Sustainability & Circular Fashion Advisory** – Implementing responsible sourcing models and circular economy strategies.

AMAZON

Senior Design Manager

7 years, 1 month | 2016 —2023, India

Independently led product design and category management for **4 Lifestyle Fashion brands** across **6 product subcategories** for **Amazon's Private Brands Fashion Business**, with a portfolio size of **£24M**. Launched **20+ flagship products to market** with extensive research and data analysis, achieving **15% YoY growth**. Managed *Apparel* portfolio in *Outerwear, Denims, Formal wear, Activewear & Footwear* for over 1500 SKUs for the *Replenishment* business and *New Season* merchandise. ([Link1](#)) ([Link2](#)) ([Link3](#)) ([Link4](#))

Design and Supply Chain:

- Managed end-to-end process of data-backed **brand strategies, range planning, category positioning** and **tech-pack creation**, ensuring product delivery aligned with seasonal timelines to achieve full-price sell-through.
- Led **cross-border sourcing and supplier management** from China, Hong Kong, India, and Bangladesh, optimising production timelines and ensuring ethical manufacturing standards.
- Executed **cost and resource optimisation** initiatives through fabric x supplier consolidation for operational efficiency; saved 120 FTE cost for the business.

Tech and Data Science

- Implemented **Project Lifecycle Management** tool and New Product Development tracker to improve speed, efficiency and pre-production activities, achieving an **18% reduction** in inaccuracies and wastage.
- Led application of third-party technology to businesses like **Natural Language Processing (NLP)** and **Predictive Design** tools for demand prediction, customer intelligence and **trend foresight**.
- Led consumer research to report data insights on market size and value through **forecasting**, internal **ranking models** and **conversion strategy**. ([Link](#))

Sustainability and DEI

- Launched and scaled a size-inclusive product selection under 'Project Inclusive'; **acquired 8% incremental users** in the new category using agile methods. ([Link](#))
- Achieved **~6% reduction in apparel return rate**, saving resource for logistics to achieve internal **sustainability KPI** and **compliance checks**.
- Executed **User Experience (UI/UX)** for inclusivity for the largest assortments of body positive shopping experience on Amazon.in.

Awards and Achievements:

- Recognised for outstanding contributions with the **Edison Award** (Dec 2022) for **innovation**.
- Achieved 100% business migration to **compliant manufacturing** under OEKO-TEX®, BCI, GRS and Fair Trade.
- Secured 4-star customer ratings on **70% of best-selling products** by improving replenishment strategies and optimising product designs.

IMPULSE India Pvt Ltd (Fashion Buying & Supply Chain Agency)

Design Manager

2 years, 4 months | 2013 —2016, India

- Led end-to-end **product design** for UK retail partners including Debenhams, House of Fraser and ASDA (George), optimising textile sourcing and reducing development costs through strategic supplier partnerships.
- Led **cost efficiency & negotiation** through technical development of textiles with mills and factories for range creation and trend forecasting for seasonal drops.

SPAN India (Manufacturing & Export House)

Design Product Developer

1 year | 2012 - 2013

- Collaborated with stakeholders for **product development** in Hi-Fashion womenswear boutique based in France for **portfolio size £2M**.

ABFRL Group (National Retail)

Assistant Designer

1 year, 4 months | 2011 - 2012

- Managed **Made to Measure store** and designed the user journey experience (**UI/UX**) for premium customised clothing for Louis Philippe.

Residue Handworks

Brand Owner & Designer

(2020 - Present)

- Launched a sustainable design brand focused on **circular economy principles**, creating handcrafted furniture and lighting from rescued and recycled materials. Developed storytelling-driven **marketing** strategies that emphasise **conscious consumerism** and eco-friendly design.[\(Link\)](#)

EDUCATION

Royal College of Art • London

Master of Design (M.Des): Design Futures

Sep 2023-Aug 2024

- Tested **strategic roadmaps** for the 'Future of Fashion' with focus on **systemic change, consumer preferences** (Gen Z and Gen Alpha), and evolving technology in the fashion business. [\(Link\)](#)
- **Co-Designed** methods to tackle food waste and sustainable practices among young adults in London using **machine learning**. [\(Link\)](#)

Imperial College Business School• London

Wicked Acceleration Labs

May 2024 - July 2024

- Delivered a **data insights platform** to address **climate change** and report health of the oceans along the UK coastline.
- Researched through **systemic design** and 50+ interviews with Local Businesses, Academic Institutions and Philanthropic Organisations.

Copenhagen Business School

Sustainable Fashion • Certification

Oct 2022 - Dec 2022

- Intensive learning on Restart methods of sustainable fashion business models, strategic planning & circular economy.

National Institute of Fashion Technology • New Delhi

Bachelor of Design - Fashion Design

May 2007-Apr 2011

- Extensively mastered Apparel and fashion design, garment construction, pattern making, draping and fashion communication.

SKILLS

Software: Adobe Creative Suite- Illustrator, Photoshop, Premiere, Miro, MS Excel, PowerPoint, Figma, CAD.

Core Skills: Apparel Design & Construction, Quantitative and Qualitative reporting, Design-Led Research, Future Scoping, Brand Strategy, Creative Briefing, Data Synthesis, Consumer Insights, Campaign Reporting.

Management: Clear Communication, Problem Solving, People Management, Customer Service, Pricing & Negotiation, Project Management, Prototyping, Strategic Planning, PLM, Data Analysis, Complex Systems Mapping.