

# ISHACM

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Place - Sharjah, UAE

## DESIGN MANAGEMENT

I'm Isha - a Design Management student exploring the intersection of strategy, storytelling, and fashion focused brand systems. I'm particularly drawn to luxury branding, creating refined identities where thoughtful design and strategic intent coexist.

### EDUCATION

AMERICAN UNIVERSITY OF SHARJAH  
*BSc in Design Management* | 2023-2027

KENDRIYA VIDYALAYA MALAPPURAM  
*Higher Secondary* | 95%

### EXPERIENCE

#### BRAND MANAGEMENT INTERN

JasmineBySebaLLP | Jun 2025-Aug 2025

- Aligned brand positioning with evolving consumer insights
- Supported collection strategy, campaign development, and packaging systems

#### DESIGN & BRAND STRATEGY INTERN

JasmineBySebaLLP | Jun 2024-Aug 2024

- Contributed to visual identity and brand concept development
- Supported design strategy across campaigns and packaging
- Ensured cohesive communication across digital platforms

#### ASSISTANT ACTIVITIES COORDINATOR

American Cultural Club - AUS | Sep 2023-Jan 2024

### SKILLS

- Design Strategy
- Brand Strategy
- Brand Identity
- Service Design
- Visual Storytelling
- UI / App Design
- Positioning & Marketing
- System Mapping
- Campaign Development

### CERTIFICATION

Fashion Design Level 1 Certification  
FAD Institute of Luxury Fashion & Style, UAE

### SOFTWARE

