

Tooba Ameer

Design & Development Manager

Leeds, United Kingdom · +44 7343 066082 · hello@toobaameer.co.uk · linkedin.com/in/tooba-ameer · toobaameer.co.uk

Design & Development Manager with 8 years leading trend direction, CMF strategy, and commercially successful product ranges across luggage, backpacks, and lifestyle accessories. Built and scaled product categories across multiple brands, combining consumer insight, manufacturing expertise, and commercial decision-making. Contributed to Genie brand growth from INR 17 Cr to INR 100 Cr (\approx £1.4M to £8M; \sim 6x growth). Experience mentoring designers and building design processes across multi-brand teams. Award-winning designer — Travel Sentry Product Award 2025.

Available for London-based roles · Full right to work in the UK · No visa sponsorship required

KEY ACHIEVEMENTS

- Contributed to Genie brand growth from INR 17 Cr to INR 100 Cr (\approx £1.4M to £8M; \sim 6x growth) through category expansion, trend-led product development, and commercial range planning
- Designed the Hue printed luggage range — 4.2 rating, 42,000+ verified buyer ratings on Flipkart, 8,000+ units/month
- Winner — Travel Sentry Product Award 2025 (Favourite Softside Luggage) for the Phoenix Laptop Trolley

EXPERIENCE

Manager — Design & Development

Safari Industries India Ltd. · Mumbai · Apr 2024 – Feb 2026

- Led design for Genie while contributing to Genius, Safari, and Urban Jungle — four brands with different consumer positioning and price architecture
- Worked across branded and white-label product — adapting white-label bases into brand-ready ranges through CMF, print, and detailing for tote bags and work backpacks
- Defined seasonal trend direction — video vibe boards and static catch boards to shape collections and present to stakeholders
- Developed product lines for girls and young women — Cool (3 seasons), Sass (2 yrs), Amore (2 yrs), Essence (2025, still in range). Essence featured on Amazon MX Player's School Friends S3
- Designed Phoenix Laptop Trolley (Travel Sentry Product Award 2025) and Hue luggage (42,000+ ratings, 8,000+ units/month)
- Set colour palettes, print direction, graphics, and material strategies across the full range
- Partnered with manufacturing teams across India and China — specs, sampling, sign-off; attended Canton Fair for sourcing, supplier evaluation, and market insight
- Mentored 2 designers — managed an intern and mentored a fellow designer on brand standards, research methods, and range planning

Deputy Product Manager — Category Management

Bagzone Lifestyles Pvt. Ltd. (Lavie) · Mumbai · Jan – Apr 2024

- Managed Lavie Sports category — backpack, duffle, and travel bags range for a unisex lifestyle accessories brand
- Developed range from brief to collection — product direction, CMF, and category positioning

Manager — Design & Development

Safari Industries India Ltd. · Mumbai · Jul – Dec 2023

- Promoted to lead Genie design direction — range coherence, visual identity, all categories
- Defined brand visual language — seasonal colour strategies, print direction, graphic themes
- Mentored junior designers; built shared CMF library and design processes
- Cross-functional coordination with product management, sales, and sourcing

Assistant Manager — Design & Development

Safari Industries India Ltd. · Mumbai · Mar 2021 – Jul 2023

- Built the Genie range from the ground up — backpacks, kids' bags, and luggage
- Created Cool backpack line — reordered for three consecutive seasons on commercial demand
- Launched printed luggage category for women — persona-based design, strong commercial performer
- Built kids' backpack ranges season after season — trends, materials, print directions, colourways
- End-to-end product design — form, CMF, prints, specs — direct factory collaboration

Product & Graphic Designer

High Spirit Commercial Ventures · Mumbai · Jul 2018 – Mar 2021

- Designed across three brands — Priority, Hashtag, and Traworld — adapting design, CMF, price point, and visual language per audience
- Led "House of 100" — standardised all bag components (fabrics, linings, zippers, pullers, locks, mesh, elastic) to 100, cutting warehouse waste
- Designed seasonal collections integrating structure, graphics, CMF, and branding
- Mentored 3 junior designers on design processes, product development, and brand standards

Product Designer (Graduation Project, 6 months)

United Colors of Benetton India · Gurugram · Jan – Jun 2018

- Designed multi-category "Wanderlust" collection — backpacks, handbags, and sling bags
- Concept boards, product designs, and seasonal trend alignment
- Collaborated with design and merchandising teams, concept to sampling

SKILLS

Range Building & Category Management · CMF Strategy (Colour, Material, Finish) · Trend Direction & Seasonal Planning · Product Design & Development · Multi-Brand Strategy · Manufacturing & Sourcing (India, China) · Product Specifications · Adobe Illustrator · Adobe Photoshop · Figma

EDUCATION

Bachelor of Design — Fashion & Lifestyle Accessory Design

National Institute of Fashion Technology (NIFT), India · 2014 – 2018

AWARD

Travel Sentry Product Award 2025 — Winner, Favourite Softside Luggage (Phoenix Laptop Trolley)

LANGUAGES

English (Full Professional) · Hindi (Native)