**POSITION APPLIED FOR: Fashion Designer**

**CAREER OBJECTIVE**

I am pursuing my career where my skills and experiences can be fully utilized in the best possible way for achieving the company’s goals. I have been carrying out my responsibilities with complete enthusiasm, dedication, honesty and sincerity.

**PERSONAL STRENGTH / SKILLS**

Hard working, motivated person, creative, flexible, positive attitude, detail oriented, fast learner and

Hand drawing ability

**QUALIFICATIONS SUMMARY**

A professional experience of 12 years in Apparel Fashion Industry. Knowledgeable in graphic designing, proficiency in software skills. Capability in a garment designing, create collection, shapes, detailing specification, graphic prints with different technique effects, all over prints, trims, sourcing garment accessories, color matching, combination and selecting fabrics. Capability to create visual layout designs, marketing designs. Adaptable, organized, dedication to assigned job and interpersonal skills.

* Please view my Portfolio for more garment fashion designs and visual designs at (google)

## SOFTWARE SKILLS EXPOSURE

* Adobe Illustrator
* Adobe Photoshop
* Corel Draw
* Microsoft PowerPoint

**CAREER PROFILE EXPERIENCES**

* **MAGICWELL LIMITED** ( Dubai ) - from August 24, 2014 to Present

**Fashion Designer**

* Designing ranges seasonal collections, for Infant girls, Toddler girls 2-8 years and Teens 9-16 years, create garment shapes detailing and colors trend.
* Designing School Uniforms Ranges for British connection brand with garment shapes, colors, fabrics & specification.
* Designing prints- placement and all over prints, embroideries, trims and appliques, with one eye of the commerciality & cost effectiveness.

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* Creating Accessories such as belt, wooly hats, scarfs & gloves for autumn / winter.
* Creating Moodboards, fabrics boards and trend presentations using Photoshop & PowerPoint Presentation.
* Ensuring that designs are compliant with the Licensor’s styleguides and disciplines
* Submitting designs to the relevant licensing authority for their comments & approval.
* Creating detailed Design sheets with all relevant specs, sizes, detailed garments, pantone colors guide and Artwork sheets with actual size, pantone colors to enable the factory to produce samples.
* Regular trend market research, and shops visits to gain an inspiration.
* Liaising with buyers and sales teams to create special designs for designated customers.

* **LANDMARK GROUP- ICONIC** ( Dubai )-fromSeptember 5, 2011 to August 20, 2014

**Designer**

* Detailing  Shapes / Sketches of categories for Youth ( Basic, Fashion, Sporty ) and Women's wear brand ( Smart, Casual, Boutique, Evening dresses & Denim ) using computer software
* Creating Graphic design for the garment placement, all over print with technique effect print
* Detailing sketch of Embroidery for Tops and Evening Dresses and required embellishment.
* Searching on Style guide / WGSN such as trend categories & Inspiration prints for seasonal ranges.
* Designing and create for Mood boards with print direction and garment key shapes.
* Responsible for making Categories from Tops to Bottoms and Way to wear Ranges with colors and placement prints.
* Responsible for Buying book  summary base on Inspiration, color palette and design collection categories
* In charge in making Stylesheet format with complete details of the garment descriptions, specs, Color palette, fabric and reference image.
* Responsible for creating Trend Pack for visual presentation
* **LEBADO FASHION INDUSTRY INC.** ( Philippines ) -from July 3, 2008 to June 15, 2011

**Fashion Designer**

* Handling Designs for Kid's wear boys & girls seasonal collection with concept.
* Conceptualize graphic design ideas with kind of technique effect for production
* To Assist Merchandiser in studying Fashion trends, online and market research outside of the country to gain more inspiration concept then detailing shapes / silhouettes for Kid's wear using Computer Aided Designs.
* Responsible to choose colors that will use for Kids wear collections, color combination of the garment
* Used kind of material accessories for the garment such as buttons, belt, embellish, beaded collar & other accessory.
* Coordinate with the pattern maker and sewer to check the sampling and fitting.
* Create Visual Designs Layout for hangtags labels, poster, backwall, banner, and promotional display
* Attending Photo-shoot with the photographer, organizing and assist the head stylist in choosing fashion clothes, accessories for the model.
* **BRATT SUPREME APPAREL** ( Philippines )-from February 1, 2005 to June 16, 2008

**Graphic Designer**

* Create Silhouette / shapes for girl Teen's wear and boys wear Tops and bottoms of seasonal collection with concept theme.
* Ability to develop print graphics from own resources and from Samples with indicated the print technique effect and even colors of the print artwork for production

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* Researching shapes images and colors for new trends using internet & store visit
* Responsible to choose colors trend for Teen's wear collections, color combination of the garment
* Create marketing designs & visual Designs Layout for poster, billboard, collateral design, promotional display and hangtags labels.
* Organizing, attending Pictorials and Fashion Show to assist models in wearing clothes.
* In charge in making J.O. Sheets with complete details of the garment and Specs
* In charge in Color Separation and printing on Acetate

* **COLORLINES MARKETING INC.** ( Philippines )-fromAugust 18, 2003 to Jan. 30, 2005

**Graphic Designer**

* Handling Designs for Kids brand and Ladies brand, create silhouette / shapes for Kid's wear & Ladies wear Tops and bottoms.
* Responsible to develop from own resources and samples to create a graphics, branding artwork print from concept of seasonal collection
* Designing with graphics for promotional items such as shirt notebook, bag, cap and calendar.
* Works directly with sales and marketing department to coordinate and develop new designs for seasonal collection.
* Researched & store visit for latest trends that are sellable in the market.
* Create a Color separation for printing

**EDUCATIONAL PROFILE**

COLLEGE DEGREE (June 1998 Graduated at University of the East Caloocan – April 11, 2003)

Course: Bachelor of Fine Arts Major in Advertising & Textile Fashion

with Original Diploma & Authentication Certification Official Transcript of Records

Workshop Exhibit: ARTCORE (January 2003)

Held at SM City Megamall, Madaluyong, Manila, Philippines

**PERSONAL DATA**

DATE OF BIRTH - August 20, 1980

PLACE OF BIRTH - Philippines

CIVIL STATUS - Married

HEIGHT - 5’3”

WEIGHT - 49 kilos.

NATIONALITY - Filipino

LANGUAGE - English and Tagalog

**First Name of Application CV No:** **1666044**

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