

SANDRA GONZÁLEZ

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Personal Statement

Former student at London College of Fashion - UAL, Graduate Diploma Fashion Design Technology. Experience as a Menswear Designer in a casual-wear brand, later moved to a Demi-Couture brand and currently starting her own label DEIV/BASSEN.

Academic Background

London College of Fashion (UAL) - Graduate Diploma Fashion Design Technology - 09/2015 to 05/2016

Research skills: Capability to self-direct specific projects. Exploration on a variety of mediums to reach new outcomes relaying on content. Awareness on latest techniques and materials as well as society. Reflective ability to change direction when necessary.

Organisation skills: Time-scheduling awareness to reach production goals. Set up labelling codes to classify research content and samples such as colour and numeric codes.

Technical skills: Strong understanding on draping on the stand technique. Knowledge on different pattern making techniques to use on a project in relation to necessity. Experimentation and modification of certain stitching techniques to approach a design.

London College of Fashion (UAL) - Professional Sewing Techniques - Short Course - 09/2015 to 11/2015

Technical skills: Understanding and practice on different finishing techniques to apply on garments regarding price range and quality approach.

Universidad Americana (Paraguay) - Graduate in Fashion Design and Costume - 03/2009 to 12/2012

Team work sympathy: Worked along different classmates and successfully achieved projects to be presented at University. Capacity to reach dialogue when disagreement to reach the aim of a task.

The Women Entrepreneurs of Paraguay Boot Camp (Paraguay) - Training program for business and mentoring from international experts in partnership with the US Embassy and KÓGA - 11/2021

Work Experience

GIMSA - ENEACHE - Womenswear designer - 2/02/2022 to present day.

Casualwear brand based in Paraguay. Development of concept, mood-board and technical sheets for designs. Supervising the development of prototypes with seamstresses. Talk to suppliers from latinamerica. Work along Marketing and sales team to improve design choosing regarding demands of the clients.

HOLDING SPORTS GROUP S.A - Research and development of S/S 2022 t-shirt collection for the GOODYEAR franchise, development of technical sheets, T-shirt designs and their respective prints, monitoring of prototype development - 03/2021 to 04/2021

HOLDING SPORTS GROUP S.A - In charge of the samples developments for the SS 23 Collection and research and development for the FW2024 DIADORA franchise sportswear collection creating technical sheets, designs and monitoring simples development. 12/2021 to 4/2022

ILSE JARA (Paraguay) – Womenswear Demi-Couture and Ready-to-Wear – 15/06/2017 to 15/08/2020

Organisation Skills: Capable to organize production calendar, schedule activities with seamstresses, suppliers. Supervising the development of prototypes. Testing new techniques to ensure quality on the final piece. Responsible for the creation and establishment of a production system for the RTW line.

Research skills: Development of concept and mood-board with few directions, showing the capacity to understand the DNA of the brand and deliver a precise research work for the Creative Director for both lines (demi-couture and RTW).

Technical Skills: Knowledge of different types of sewing techniques, patternmaking, 3d printing to apply on garment making. Quality control on different types of products. Prints development (drawings of each insect and plants) for the latest AW collection about the wonders of insects.

UNO - D (Paraguay) - Menswear Designer for Patrol Jeans (casual wear) - 05/2014 to 01/2015

Commercial Awareness: Understanding of the audience and market situation as well as the budget limitation to produce denims trousers as well as other casual wear garments.

Working under pressure: Making of numerous technical sheets as well as supervising a certain amount of samples at the same time. Check materials availability on the market to cover production. Work along different team members such as pattern maker, seamstress, senior product developer when necessary. Contact suppliers and negotiate price on certain services.

Additional Experience

First Prize A+D Design and Traditional Craftmanship Contest (Paraguay) - 2021

Winner along ARTISANAL JOPOI collective of the first contest in Paraguay where designers worked side-by-side with local craftmanship in order to create new designs that will help preserve ancestral techniques of Paraguay.

Artisanal Jopoi (Colaborator) - since 2020: Research project led by the stylist and fashion journalist Matías Irala, seeks to give visibility to the Paraguayan ancestral techniques through art and fashion.

Menswear and Womenswear side-project DEIV/BASSEN (Asuncion) – 2016 – Currently: Designer and creative director developing tailored based garments and casualwear for both men and women.

Internship at Roni Ilan (London) - A/W 16 collection - January 2016: Sample pattern making, research materials for collection and during fashion show.

Skills

Language

Spanish - Native Language

English - Highly proficient in spoken and written English

French - Basic communication skills

Software

CAD/CAM Design – Gerber: Basic

Adobe Photoshop – Highly proficient

Adobe Illustrator – Highly proficient

Photography – Knowledge on illumination techniques for editorial, look books and on basic editing techniques on images.

Drawing/Painting – From illustrating for fashion design to creating pieces of work on canvas, paper, watercolour, acrylic painting, oil painting, mixed media.

Print design - From handmade drawings to digital design.

FUTURE HUMANS at Norwood Club, New York City – June 15th, 2019: Exhibit showcasing drawings and paintings under the concept of imagining our future as human beings (concept developed by Sr. Rhinô).

Interests

Traveling and photographing different scenes and objects. A variety of films from documentaries to science fiction genre. The sciences (specially books regarding human anatomy). Read books about science fiction, philosophy, photography, art, anatomy where most of the inspiration for drawings and print designs comes from. Human History and different cultures. Ancestral and handmade techniques.