



PROFILE

A self-motivated, fast-learner, dedicated and resourceful fashion and print designer professional. International background. Maintain positive through solid communication and interpersonal skills.

Capable of multi-tasking with accuracy and efficiency.

Work well independently as well as part of a team effort.

CONTACT ME

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London, UK

SKILLS

Adobe Photoshop



Adobe Illustrator



Adobe InDesign



CLO3D



Procreate



OTHER SKILLS

MOTIVATED TO LEARN AND EXPERIENCE

DECISION-MAKER/PROBLEM SOLVER

HANDS-ON ATTITUDE

SELF-MOTIVATED

CREATIVE

IMAGINATIVE

OBSERVANT

GOOD-EYE FOR DETAIL

CONFIDENT

INDEPENDENT

CRITICAL THINKER

FLUENT IN ENGLISH AND PORTUGUESE

ALICE TORRES DE LACERDA

FASHION & PRINT DESIGNER

EXPERIENCE

ZIONE BRAND

FASHION & PRINT DESIGNER - PREMIUM WOMENSWEAR RETAILER
JANUARY 2023 - PRESENT

- Responsible for creating all the print designs for the collection, which includes all-over prints and engineering printing
- Researching new trends and inspirations, sketching collections and presenting at design team meetings
- Create mood boards and colour palettes, and oversee the print brief to present to the Creative Director.
- CAD illustrations for pattern making and production use

CIA DA MODA

FASHION & PRINT DESIGNER - PREMIUM WOMENSWEAR RETAILER
JUNE 2010 - DECEMBER 2022

- Extensively researched creative ideas and provided design input into relevant collections
- Worked with the design team to develop products to meet a brief provided by the Creative Director
- Reacted to sales information and liaised with merchandising to update and develop the core product
- Designed all print designs for the collection, including engineering printing
- Selected fabrics, trims, fastenings, and embellishments
- CAD illustrations for pattern making and production use

MIRJAM ROUDEN

PRINT DESIGN INTERN - PRINT DESIGN STUDIO
DECEMBER 2019- MAY 2020

- Trend Analysis and Research for Print Design according to the latest collections
- Artwork preparation for print designs including drawings and illustrations
- Composition for textile prints
- Adobe Photoshop skills for print design consisting of composition and editing design
- Preparation of the final product

EDUCATION

FASHION DESIGN & MARKETING

ISTITUTO MARANGONI LONDON
2017-PRESENT

- Fashion Design & Fashion Drawing Fundamentals
- Fashion Collection Fundamentals & History of Art and Fashion
- Fashion Brand Exploitation & Marketing the Fashion Sphere
- Crafting the Fashion Market & Fashion, Art and Cultural Context

COMMUNICATION STUDIES & ADVERTISING

UNIVERSIDADE FUMEC
2007-2011

- Creative Process & Advertising Fundamentals
- Marketing Fundamentals & Customer Behaviour
- Graphic Production & Branding