

Carlos Loreto

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Experience:

Camuto Group--Design Director—Vince Camuto Men's Footwear, MaxStudio & Aubrey Lynn Women's Footwear March 2014- Present

In charge of Men and Boys line. Worked closely with factories located in Portugal, where both lines were produced. Traveled four times a year to Portugal to follow up sample making. Travel to Italy to attend trade shows. Provided assistant to the whole Private label division in Computer Assisted Design (CAD). Due to the professional level of my CADs, they become effective tools assisting the sales force to present styles not yet sampled buyers; saving time and money. Max Studio & Aubrey Lynn Women: Designed entire line, travel to China to oversea sample making. Met with buyers at shows. Assisted sales force with accurate cads of styles not sampled yet.

Nine West--Senior Designer

January 2010-March 2014

Initially designed the Bandolino line. Later worked with all divisions doing CAD design. Created new patterns, updated existing ones. Created and /or modified constructions. Realized expert execution of CADs that provided buyers, costumers and overseas factories with a realistic picture of a shoe not yet sampled. This expertise allowed the company to save money and time. Designed outsoles, beading layouts. Designed/alterd/updated prints. Had daily communication with oversea factories. Shopped the market. Met with buyers. Attended fittings. Traveled to China and also European Cities for trade shows and trend research. Divisions worked for include: B Bryan Atwood, Boutique 9, Rachel Roy, Joan & David and Nine West.

Kenneth Cole--Designer-Kenneth Cole New York and Reaction—Men's

January 2007-December 2009

Worked in the Kenneth Cole New York and Reaction Men's line. Sketched complete line in Illustrator and by hand. Designed new patterns for existing constructions. Worked hand in hand with China's factories developing new constructions. Designed beading layouts for adornment of sandals and shoes. Designed lining and foot bed prints. Created outsole laser prints. Daily communication with overseas factories. Created CADs with Illustrator and Photoshop providing a realistic image of a shoe style still not available. Assisted sales force providing accurate, professional and appealing visuals of the line. Attended fittings. Researched the market and detected emerging trends. Travel to Europe and China.

Jamie Sadock --Designer—Shoes, Accessories & Apparel

August 2005- April 2007

Designed entire company line of golf apparel, accessories and shoes. Created seasonal color palettes and prints. Created spec sheets and print lay outs. Daily communication with overseas factories. Conducted fittings. Sourced trims and materials both locally and overseas. Color and trend forecast research in New York and Europe.

Bigio Collection-Designer

December 2002- June 2005

Charge of designing entire company line (shoes, accessories & apparel). Involved in every aspect of design process from collection concept, creating sample garments to production. Private label product development. Company clients included: Saks, Neiman Marcus, Bloomingdale's, Barrie Pace, J. C Penny, Cold Water Creek. Made presentation to buyers. Sourced European mills. Designed embroideries to be executed by hand and machine overseas. Conducted fittings, supervised pattern makers and sample sewers. Designed special trims for garments. Worked with company sales associates to successfully create a desirable product. Improved product sales reliably and consistently. Traveled to Europe to research fabric and trends.

Serafina—Designer

January 2000-November 2002

In charge of all aspects of design process, drew flats and illustrations. Supervised entire sample room. Conducted fittings. Researched archives for sources of inspiration. Create spec sheets. Implemented effective procedures to reduce production cost and ensure timely deliveries. Fabric and trim research. Prepared line sheet sketches/swatches.

EDUCATION: Ars Sutoria. Footwear Prototyping. December 2012.

Fashion Institute of Technology Associate in Applied Science degree. Fashion Design major. December 1999.

Universidad Central de Venezuela Bachelor of Science degree. Architecture Major.

HONORS AND AWARDS: Critic award winner for eveningwear design, FIT. December 1999. Designs selected to be exhibited at FIT Museum. Graduated Magna Cum Laude. Dean's list.

LANGUAGES AND SKILL. Fluent in Spanish. Some Italian. Excellent Photoshop & Illustrator skills. **CAD expert.**