

A L I C I A B E A T R I Z

Alicia Beatriz Garcia
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Personal Profile

Energetic attitude and outgoing personality with strong leadership skills; creative and passionate with ability to design to brief and achieve results under pressure. Confident with presentations, resourceful, highly organized, and versatile in adapting to the various job demands. Good sense of humour & excellent work ethic.

Skills

- Photoshop and InDesign
- Adobe Certified in Illustrator.
- Rhinoceros 3D modeling
- Lectra, Intelligent Pattern Making
- Kaledo Collection by Lectra for print
- Excellent machine and hand sewing skills
- Proficient pattern cutting understanding
- Sample and garment making experience
- Microsoft Word, PowerPoint, and Excel
- Spanish (Fluent)

Achievements

In a testament to my ability to design to brief, I have been shortlisted to the top 10 designs out of 100 students in a live project competition with Hard Rock Café.

Retail and Product Development Education

London College of Fashion | London, UK

September 2015-Present

BA (Hons) Fashion Design & Development

- Student Representative

London College of Fashion | London, UK

September 2014-June 2015

Further Education Diploma

- Introduction to the Study of Fashion

Florida State University | Tallahassee, Florida

August 2010- August 2014

Bachelor of Science

- Major in Fashion Retail Management and Product Development
- GPA 3.42 Dean's list, Business Minor
- Specialty Courses including Merchandise Buying, Trend Analysis and Forecasting

Work Experience

Taller Moure | Miami, FL

June 2016-August 2016

Intern

- Consulted on product development with a high emphasis on range planning
- Translated prototypes into Rhino 3-D modeling software for digital printing
- Managed social media platforms to enhance the brand
- Designed new marketing strategy for expansion

Bld International Fashion Agency | London, UK

June 2014-August 2014

Intern

- Assisted with day to day showroom functions including inventory management, merchandising, compiling database of products, and organizing incoming fashion collections
- Worked with the selling team to ensure seamless meetings with buyers including Harrods and specialty boutiques
- Implemented social media and brand marketing for new in-house production line including creating sales booklet, flyers, and building social media following through content creation