

MARISELA GONZÁLES GINESTRA

EXPERIENCE

TART COLLECTIONS | Designer

JUNE 2016 - JULY 2018 | CONCORD, CA

Designed women's tops, bottoms & dresses in knit & woven, athlesuire, sweaters & outerwear, researched trends, analyzed sales, developed SKU plans, sourced fabrics & trims, sketched new styles, created line sheets, tech packs & BOMs, led fittings & communicated with vendors.

TART INTIMATES | Assistant Intimates Designer

MARCH 2015 - JUNE 2016 | CONCORD, CA

Designed women's sleepwear & lounge wear, developed color palettes, designed prints & graphic, created repeats & mill sheets, sourced fabrics, & communicated with buyers.

POTTERY BARN TEEN | Associate Textile Designer

APRIL 2014 - MARCH 2015 | SAN FRANCISCO, CA

Designed home textiles, aided Senior Designer in product development, licensed product, designed prints & wovens, created line sheets & communicated with overseas vendors.

AITOR THROUP | Head Production Intern

AUGUST 2013 - NOVEMBER 2013 | LONDON, ENGLAND

Initial quality control of all in house product, managed interns & assisted in house production, design, & pattern staff.

RICK OWENS | Showroom Assistant

JANUARY 2013 - JULY 2013 | PARIS, FRANCE

Assisted in Paris Fashion Week show prep and production, organized showroom, responsible for sample inventory, managed interns and models, assisted sales team & stylists.

KENNETH COLE PRODUCTIONS | Handbag Designer

SEPTEMBER 2012 - DECEMBER 2012 | PARIS, FRANCE

Worked as a remote designer to study French handbag styling and concepts. Designed capsule collection of bags and backpacks, hand made leather samples that were sent to the main office as inspiration.

KENNETH COLE PRODUCTIONS | Accessories Intern

JUNE 2012 - AUGUST 2012 | NEW YORK, NY

Assisted designer in development, sourced materials, updated sketches, & researched trend & inspiration.

SKILLS

Design

Adobe Illustrator, Adobe Photoshop, flat sketching, print repeats, hand illustration, design cycle & trend research, color palette development, tech packs & BOMs, fabric & trim sourcing, submit approvals, SKU planning, construction knowledge & fit development.

Professional

Mac, Microsoft Word & Excel, calendar & time management, multi-tasking, teamwork & leadership, public speaking / presentation skills, manufacturing knowledge, vendor & inter-departmental communication.

EDUCATION

STUDIO BERÇOT | Fashion Design

SEPTEMBER 2012 - JULY 2013 | PARIS, FRANCE

ACADEMY OF ART UNIVERSITY | BFA

WOMENSWEAR WITH DOUBLE MAJOR IN TEXTILES
JANUARY 2008 - MAY 2012 | SAN FRANCISCO, CA

RECOGNITION

STUDIO BERÇOT | French Exchange Program

2012 -2013, Scholarship Recipient

Stylesight Print & Graphic Contest

Spring / Summer 2013, Emerging Talent

Kenneth Cole Productions Project Catwalk

Summer 2012, Contest Winner

YMA Fashion Scholarship Fund

Winter 2012, Scholarship Recipient

PASSIONS

GIRLVENTURES | Girls Climb On Mentor

September 2017 - December 2017 | Oakland, CA

Rock climbing, hiking, camping, adventure & travel. The arts, dance, orchestra, painting. Science, history, gardening, food & family.