

WORK EXPERIENCE

Onthebias Design

Jun 2024 - Jul 2025

Fashion Design Virtual Assistant / Project Manager and Customer Service (Remote)

Iowa, US

OTB is a fashion design agency and marketplace for editable vectors and full-service development. <https://www.onthebiasdesign.com/>

- Supported technical design processes including vector editing, flat sketches, and custom tech pack templates.
- Conducted design research (babywear, kidswear, men's accessories, women's swimwear) and organized data into spreadsheets for the team.
- Managed the assets and organized digital files to optimize team workflow and ensure the on-time delivery of the OTB Full Catalog Bundle project.
- Provided client communication and customer support across platforms.
- Assisted the Creative Director with project management and administrative tasks.

Freelance Technical Designer

Jul 2025 – Oct 2025

Fashion Technical Flats and Tech Packs (Remote)

Freelance fashion design support for independent clients.

- I create accurate fashion flats and detailed technical drawings in Adobe Illustrator.
- I develop custom tech packs for diverse garments based on client needs.
- View a sample of my flat sketch and tech pack work here (portfolio project): <https://www.vanessamartinezdesign.com/projects-8>

Paloma Van Den Akker (pvda)

Sept 2022- Apr 2024

Lead Product Developer

Mérida, MX

PVDA is a boutique brand that specializes in handcrafted bags and ready-to-wear. <https://www.instagram.com/palomavandenakker/>

- I directed and oversaw the pattern maker for drafting patterns, grading, and producing samples for the collection.
- I verified sample measurements, coordinated fittings, and prepared spec sheets.
- I worked closely with the designer for corrections and approvals for production.
- I oversaw production and ensured the team met deadlines.

María Céspedes

Mar 2017 – Dec 2020

Founder, Creative Designer

Mexico City, MX

María Céspedes was a boutique women's ready-to-wear Mexican brand that I founded. <https://www.vanessamartinezdesign.com/maria-cespedes-brand>

- As founder and designer, I oversaw concept creation, collection design, fittings, and execution of production schedules.
 - Stocked in women's fashion stores in Mexico City, including Tuza Mexico.
 - Featured at exclusive trade shows including Caravana Americana and La Lonja Mercantil.
- I was responsible for building and maintaining tech packs and sketches for a production team of 6.
- I was responsible for brand direction, all marketing efforts, and management of online sales and PoS distribution.

Kris Goyri

Jul 2016 – Mar 2017

Fashion Production Assistant

Mexico City, MX

Kris Goyri is a high-end Mexican brand of women's prêt-à-couture, bridal, and ready-to-wear. krisgoyri.com

- As a production assistant, I assisted the production team in cutting and sewing design mockups of SS-17 and Resort-17.
- I was responsible for assisting the production team with fabric spreading, fitting, assembling, and finishing.

Yakampot

Nov 2014 – Mar 2015

Design Intern

Mexico City, MX

Yakampot is a high-end women's ready-to-wear Mexican brand featured in MFW Mexico. yakampot.com.mx

- I assisted the creative director in the research and execution of the full product collection design of FW-15.
- I was responsible for tech pack creation and preparing flat and detailed sketches in Adobe Illustrator.

1/8 Takamura

Jan 2014 – Jun 2014

Design Intern

Mexico City, MX

- As a design intern, I assisted the design team with trend and market research focused on men's blazers. 1-8takamura.com

EDUCATION

IES Moda Casa de Francia

Jan 2010 – Jun 2014

Bachelor of Arts, Fashion Design

Mexico City, MX

- Graduated from a Fashion Design program in Mexico, with a specialization in creative leadership. <https://iesmoda.edu.mx/>

SKILLS & INTERESTS

- **Skills:** Fashion design, fashion flats, administration, sewing, fitting, tech packs, sourcing, Adobe Illustrator, Microsoft Office.
- **Languages:** English (fluent); French (intermediate)
- **Interests:** Languages (currently French); Dachshund mom; psychology; mysticism; Japanese culture.