

WORK EXPERIENCE

Freelance

Self-employed

May 2024 - **Present**

Mérida, MX

- I work as a Fashion Flat Technical Drawing and Virtual Design Assistant.

Paloma Van Den Akker (pvda)

Lead Product Developer

Sept 2022- Apr 2024

Mérida, MX

PVDA, is a boutique brand that specializes in handcraft bags and ready-to-wear. www.pvda.mx

- I directed and oversaw the pattern maker for drafting patterns, grading and producing samples for the collection.
- I verified samples 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

Founder, Creative Designer

Mar 2017 – Dec 2020

Mexico City, MX

- María Céspedes was a boutique women's ready-to-wear Mexican brand that I founded. vanessamartinezdesign.com
- 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

Fashion Production Assistant

Jul 2016 – Mar 2017

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.

Motylek Bow Ties

Fashion Production Assistant

Nov 2014 – Nov 2015

Mexico City, MX

- Motylek was a Mexican fashion accessory brand of men's bow ties and ties (Instagram @motylekbowties).
- I was responsible for assisting the production team with cutting, assembling, and finishing.

Yakampot

Design Intern

Nov 2014 – Mar 2015

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

Design Intern

Jan 2014 – Jun 2014

Mexico City, MX

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

EDUCATION

IES Moda Casa de Francia

Bachelor of Arts, Fashion Design

Jan 2010 – Jun 2014

Mexico City, MX

- Graduated from leading *Fashion Design* program in Mexico, with a minor in fashion business leadership.
- Design selected for *Who's Next Paris* 2013 exhibit in the Grand Palais Ephémère in Paris, France.

SKILLS & INTERESTS

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