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education

Institute of Fashion Design, University of Applied Sciences and Arts FHNW Bachelor of Arts in Fashion Design	Basel, Switzerland Class of 2018
Lucerne University of Applied Sciences and Arts Full-Time Art Foundation Course	Lucerne, Switzerland 2013-2014
Kantonsschule Alpenquai Luzern (public academic high school) Graduated with Matura (general qualification for European university entrance)	Lucerne, Switzerland 2004-2011

professional experience

Cohen’s Fashion Optical <i>Digital Marketing Specialist / Project Manager of website relaunch</i>	New York, NY July 2018 - present
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- Managed graphic designers, UX/UI designer and developer for website re-design, communicated with digital media agency on tasks, timeframes and delivery of files
- Collected and formatted data for all 99 stores’ content on website, handled all image and data sheet files
- Conducted final check and clean-up of PSD comp files to be sent to developer
- Analyzed POS, website, and Google Analytics data for sales analysis and conversion rate improvement
- Maintained and updated website content, worked with developer to fix and revise website functions

Social Media Manager

- Built brand’s social media presence on Instagram, Facebook and Pinterest with regular social posting and SEO
- Designed graphics and illustrations for use on social media accounts

Institute of Fashion Design Basel, Graduate Show <i>Cast Manager</i>	Basel, Switzerland March 2017
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- Coordinated and cared for all models during the casting process with multiple designers; prepared model sheets for use by head of hair, make-up and styling
- Demonstrated organization and problem-solving skills during high-pressure situations, including the management of 60 models and 20 dressers over the course of rehearsal and show dates

threeASFOUR <i>Intern - Studio Assistant</i>	New York, NY July 2016 - February 2017
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- Independently developed patterns for the SS2017 collection based on sketches and designers’ instructions using a combination of draping and flat drafting techniques; sewed muslins to refine proportions and fit, sewed runway samples
- Suggested and executed fit adjustments for runway show
- Delegated tasks to interns and supervised completion of patterns and garments
- Dressed models for runway show and assisted in last minute fit adjustments and final checks backstage
- Assisted in the styling of the lookbook shoot
- Retouched and edited photos for the lookbook, formatted videos and photos for use on social media and website
- Compiled design concept and brand information dossiers for art and brand collaboration pitches and maintained updated press package
- Organized studio, responsible for maintaining studio machines and supplies

Intern - Production Management

October 2016 - February 2017

- Corrected runway patterns for production, improved construction and finishing techniques, graded patterns, calculated yield and notions, and created cuttersmusts
- Calculated amount of fabric needed and sourced materials locally; adjusted and prepared print files for fabric order and communicated with printing factory; created cost breakdown and profit-margin analysis
- Delivered sew by samples and patterns to factory and communicated construction and finishing details

skills

Design	flat pattern drafting, draping, technical drawing and illustration, sketching, research, graphic design, flats, cuttersmusts
Sewing	hand sewing, industrial machines (straight, zig-zag, serger, leather), hand embroidery, basic knitting by hand and machine
Language	native German and English speaker, good command in French
Computer	adobe: Photoshop, InDesign, Illustrator, Microsoft Excel and Word, website building and managing, basic HTML and CSS

core competencies

- Problem solving and analytical thinking
- Independent worker and self-reliant, quick learner
- Highly organized and efficient multi-tasker
- Time management with ability to prioritize and meet deadlines

press

dazeddigital.com “Six design graduates putting Switzerland on the fashion map” by Dominic Cadogan	April 26, 2018
1granary.com “Fashion Schools Around the World: Basel” by Aya Noël	March 29, 2018
schonmagazine.com “doing fashion / land on glitter” by Sara Delgado	March 21, 2018

hobbies & interests

Rallying competed as navigator in classic car endurance and regularity rallying 2015 - present
Dance classical ballet training and musical theater 1995 - present