

### **SPORTSWEAR & GRAPHIC DESIGNER**

### **PROFILE**

Hello, my name is Martina...

### nice to meet you!!

I'm an apparel designer specialized in sportwear and lifestyle products, but I also create graphics for products and apparel

I continually love learning what's new in all things design-related and I have a strong passion for art, design and creativity.

### CONTACT

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online portfolio : www.martinagastaldi.com

### **PERSONAL**

**Birthday** :23.11.1982 Italy

Nationality :ltalian

Languages : Italian-mother tongue

English -C1 French -B1 German -A1

## **PROFESSIONAL SKILLS**

Adobe Illustrator Adobe Photoshop brow7wear Lotta - VStitcher FreeHand Rhinoceros 3D Adobe Lightroom Adobe Indesign **Final Cut Express** 

### **INTERESTS**

Dreamweaver, Html



### **WORK EXPERIENCES**

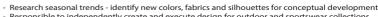
# from Nov 2021

2016-2017

### **SENIOR SPORTSWEAR DESIGNER**

THE NORTH FACE EMEA (CH)

### **SPORTSWEAR DESIGNER**



- Responsible to independently create and execute design for outdoor and sportswear collection. Work closely with athletes to gain product insights and help make sure our products perform at
- the necessary level for our athletes and consumers
- Create tech packs and other materials to hand-off to development for sample manufacturing
- Create artworks and all over prints
  Attend and contribute to review sessions for designs, construction, fit, and/or prototypes
  Apply garment pattern-making and garment fitting techniques to ensure proper construction
- Resolve cost / margin issues and ensure product / design realisation and execution, within budget, against the targeted Go-In-Margin, revenue, quality / pricing, and timelines to meet market requirements
- Present designs, concepts, and seasonal stories to all levels of the organization and across various
- . Meet design calendar deadlines and deliverables
- Travel to our suppliers factory to check samples and improve our relationship and efficiency Prior management or mentoring of interns

### **SPORTSWEAR DESIGNER FREELANCE (CH)**



- Create technical flat sketches
- Responsible for presentation of designs

### 2013-2016

### SPORTSWEAR DESIGNER

DESIGN RESOURCE AGENCY (CH)



- outdoor, mountain/road bike, ski/snowboard, ski touring, fitness Research seasonal trends identify new colors, fabrics and silhouettes for conceptual development
- Prior management or mentoring of more junior designers
   Present designs, concepts, and seasonal stories
- Prior management or mentoring of interns and freelancer graphic designers

### 2012 **APPAREL DESIGNER & PRODUCT MANAGER**

- Responsable to independently create and execute design for Knitwear and lifestyle apparel collections
- Research seasonal trends identify new colors, fabrics and silhouettes
- Create tech packs

# from 2011

### FREELANCE PHOTOGRAPHER AND EDITING

SNOWBOARD ITALIA MAGAZINE & BEHIND MAGAZINE (IT)

### 2011-2013

### **GRAPHIC DESIGNER FREELANCE**

HOSTILE SNOWBOARD BOARDS BRAND (IT)

- Responsable to independently create boards graphics artworks
- Research seasonal trends identify new colors

#### 2010-11 SPORTSWEAR DESIGNER FREELANCE

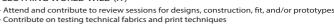
X-BIONIC Treré Innovation (IT)

- Responsable to independently create and execute design for sportwear collections
- Research seasonal trends identify new colors and silhouettes for conceptual development

### 2008-2010

### **JUNIOR PRODUCT MANAGER**

CLOTHING WORLD WILD (IT)



### 2008

### **APPAREL DESIGNER FREELANCE**

STYLEBOX LAB (IT)

Create tech packs and other materials

#### 2006-2007 **INTERNSHIP ASSISTANT APPAREL DESIGNER** MERC LONDON - LONSDALE Leeside (IT)

- Create tech packs and other materials



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### **EDUCATION**

#### BROWZWEAR Lotta - VStitcher 3D apparel software 2010 Rhinoceros 3D Webdesign base course level I certificate Dw, html, jquery, flash 2016 2012 MOHOLE INSTITUTE (IT) PRIVATE LESSONS (IT) Ps Photoshop Wmn's Fashion design 2008 2011 certificate certificate MOHOLE INSTITUTE (IT) MODA BURGO INSTITUTE (IT) 2000-2005 2005-2007 Ai Ps Painting Bachelor's Industrial design pattern making certificate University Degree L.A.B.A. ACADEMY OF FINE ARTS (IT) CARLO SECOLI INSTITUTE (IT)

### COMPETENCIES

- o Responsable for seasonal mood-boards: trend colors texture/graphics and design directions
- o Create sports and lifestyle products from concept to realisation
- o Apparel design skills: ideation, sketching, creating technical packs and detailed explanation for development, colouring, visual presentation and layout
- o Technical knowledge of men's/women's performance garment construction-materials-fitting
- o Contributes towards cost saving solutions to achieve seasonal margin target whilst retaining creativity and actively participate in proto reviews ensuring design integrity is maintained through to final sign-off
- o Graphics creation from the idea to the artworks- sheet: technical details and color-ways
- o Coordinate, training and support interns through the work and design programs Collaborate/coordinate freelancers
- o Pattern making understanding