

MARTINA GASTALDI

SPORTSWEAR & GRAPHIC DESIGNER

PROFILE

Hello, my name is Martina...
nice to meet you!!

I'm an apparel designer specialized in sportswear 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 :
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PERSONAL

Birthday :23.11.1982 Italy
Nationality :Italian
Languages :Italian-mother tongue
English -C1
French -B1
German -A1

PROFESSIONAL SKILLS

Adobe Illustrator
Adobe Photoshop
browZwear
Lotta - VStitcher
FreeHand
Rhinoceros 3D
Adobe Lightroom
Adobe Indesign
Final Cut Express
Dreamweaver, Html

INTERESTS



WORK EXPERIENCES

from Nov 2021

SENIOR SPORTSWEAR DESIGNER

THE NORTH FACE EMEA (CH)



2017-2021

SPORTSWEAR DESIGNER

- Research seasonal trends - identify new colors, fabrics and silhouettes for conceptual development
- Responsible to independently create and execute design for outdoor and sportswear collections
- 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 departments
- 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



2016-2017

SPORTSWEAR DESIGNER FREELANCE (CH)

- Research seasonal trends - identify new colors, fabric and silhouettes for conceptual development
- Work independently to create and execute design for all categories of assigned brand
- Create technical flat sketches
- Responsible for presentation of designs

2013-2016

SPORTSWEAR DESIGNER

DESIGN RESOURCE AGENCY (CH)



- Responsible to independently create and execute apparel design and artworks for: 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

J.KENNEDY BRAND (IT)

- Responsible 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)

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



2010-11

SPORTSWEAR DESIGNER FREELANCE

X-BIONIC Treré Innovation (IT)

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



2008-2010

JUNIOR PRODUCT MANAGER

CLOTHING WORLD WILD (IT)

- Attend and contribute to review sessions for designs, construction, fit, and/or prototypes
- Contribute on testing technical fabrics and print techniques



2008

APPAREL DESIGNER FREELANCE

STYLEBOX LAB (IT)

- Create tech packs and other materials

2006-2007

INTERNSHIP ASSISTANT APPAREL DESIGNER

MERC LONDON - LONSDALE Leaside (IT)

- Create tech packs and other materials



EDUCATION

BROWZWEAR

Lotta - VStitcher
3D apparel software

Rhinoceros 3D
level I certificate
MOHOLE INSTITUTE (IT)

Photoshop
certificate
MOHOLE INSTITUTE (IT)

Industrial design
pattern making certificate
CARLO SECOLI INSTITUTE (IT)

2019
2016
2012
2008
2005-2007
2000-2005



Webdesign base course
Dw, html, jquery, flash
PRIVATE LESSONS (IT)

Wmn's Fashion design
certificate
MODA BURGO INSTITUTE (IT)

Painting Bachelor's
University Degree
L.A.B.A. ACADEMY OF FINE ARTS (IT)

COMPETENCIES

- o Responsible 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
- o Collaborate/coordinate freelancers
- o Pattern making understanding