



PAOLA CASTILLO

Senior Fashion Designer / Fashion Illustrator

I am a Fashion Designer with a wide experience in European and Latin American markets, capable of developing collections of garment and accessories for different market niches. My career goal is to work in a dynamic environment which provides me satisfaction and where I can effectively contribute my skills.

EDUCATION AND TRAINING

2009/2010	SAN CARLO TECHNICAL SCHOOLS, TURIN - ITALY Specialization in Fashion Design <ul style="list-style-type: none">Design and development collections, keeping the budget limits.Fashion illustrations and technical drawings development.Sample management and collection structure setting up.Textile theory, selection and combination of materials.Patterns and dressmaking theory and practice.Sample testing and collection garments approval.
1996/2000	COLEGIATURA COLOMBIANA UNIVERSITY, MEDELLÍN - COLOMBIA Fashion Design Technician <ul style="list-style-type: none">Design and development of female, male and kids' collections, as well as underwear, beachwear, homeware, footwear and leather goods.Design, development and experimentation of jewellery.Technical and artistic illustration of designs through technical drawings and fashion illustrations.Basic and advanced patterns with scaling of underwear, women apparel, children and men's dress.Specialized machinery usage for industry clothing.Cutting and manufacture of clothing.Study and selection of textile fibers and materials for fabrics and non-fabrics.Theory and experimental workshop on fashion photography.Accountancy and management principles. Costs studies.Manual and industrial printing processes.Basic and advanced draping.Fashion shows arrangements.Marketing and analysis of fashion consumers.Visual Merchandising.Make up, hair style, fashion shows, private presentations, and fashion photography techniques and trends.
1989/1995	LICEO MODERNO CAMPESTRE, BOGOTÁ D.C. - COLOMBIA High School
1981/1988	TERESIANO SCHOOL, BOGOTÁ D.C. - COLOMBIA Primary School

WORK EXPERIENCE

11/2013 TO PRESENT	FREELANCE FASHION DESIGNER / FASHION BLOGGER www.fashionandillustration.com/en/ (Turin - Italy) <ul style="list-style-type: none">Design and development of my website. Planing and preparation of content for blog.Design and management of freelance projects focused on research and analysis of fashion trends, design collections of garment and accessories, pattern and textile designs, fashion illustrations and technical drawings and specs.Consultation service for students and entrepreneurs in the fashion industry, related to brand development, analysis of target, development of operational strategies, business plans and sales strategies.Collaborations with Lookbookstore.co, Findress.com and Yandy.com
03/2010 07/2013	ACCESSORIES PRODUCT DEVELOPER BASICNET S.P.A. (Turin - Italy) This Group is a participant in the sector of branded leisurewear and sportswear, footwear and accessories with a collection of market-leading registered trademarks, including Kappa, Robe di Kappa, Superga, K-way, Jesus Jeans, Sabelt and Besson. <ul style="list-style-type: none">Design and tracking of "Accessories and Bags" collection for Superga Brand.Periodical visits to Asian suppliers in order to work on the development of new collections.Design and development of artworks for direct print on fabric used for the "Shoes Collections" and the "Accessories and Bags Collections".Market trends, row materials and other supplies researches, carried on by going to specialized fairs in Italy, such as "Milano Unica", "Micam", "Mipel" and by internet use as well.
02/2005 07/2008	GENERAL MANAGER / ACCESSORIES PRODUCT MANAGER TACTO BAGS AND ACCESSORIES - MY OWN COMPANY (Medellín - Colombia) This company produces and sells Handbags, Accessories and Footwear for the Men, Women and Kids' market. <ul style="list-style-type: none">Creation, authentication, and register of the company and its brand.Management and direction of all activities performed into the company.Market trends, row materials and other supplies researches, carried on by going to specialized fairs in Colombia such as "Colombiamoda", "Colombiatex", "International Footwear & Leather Show" and by internet use as well.Design and track of collections with development of technical sheets, moulds, patterns and first prototype samples in the laboratory.Production tracking, quality control and supervise of shipments and payments.Selection and purchase of row materials and supplies.Analysis and control of prices, averages, stock material and sold products.Graphic design and development of catalogues for agents.Search for new customers and suppliers, approval for different factories, and suppliers negotiations.Design and development of bags and accessories collections for hypermarkets such as: Almacenes Exitto, in Medellín, 2007.Participation and management of fashion show "International Footwear & Leather Show", Bogotá D.C., 2007.Setting up and management of own stand at the fair Colombiamoda. Medellín, years 2006 and 2007.
05/2006 09/2006 05/2005 09/2005	LAB FASHION ASSISTANT INEXMODA (Medellín - Colombia) Colombian Institute, provider of different tools for research, marketing, innovation, internationalization, training and competitiveness in the textile, clothing, design and fashion industries in Latin America. <ul style="list-style-type: none">Layout and images elaboration for Book: "Sensitivity and Fashion Concepts Report".Clothing preparation and setting up for forums and Fashion Shows at fairs "Colombiamoda" years 2005 and 2006.
02/2003 01/2005	PRODUCT MANAGER GABRIEL JAIME FERNANDEZ Y CIA S.A (Medellín - Colombia) This Society produces, sales and is a takes part in the sector of casual wear and work uniforms for men and women. <ul style="list-style-type: none">Design and track samples and production of female & work uniforms collections.Analysis and control of prices, averages, stock material and sold products.Selection, scheduling and purchase of fabrics and supplies.Visual Merchandising.
02/2002 01/2003	PRODUCT MANAGER DISEÑOS EXCLUSIVOS LTDA. (Medellín - Colombia) This Company produces, sales and takes part in the sector of sport wear and casual wear for men, women, junior and baby's markets. <ul style="list-style-type: none">Design and track samples and production for men and junior male collections.Development of artworks for direct print on fabric catalogues for agents.Sizing clothing corrections in collaboration with the patterns department.
04/2000 01/2002	DESIGN ASSISTANT ESTUDIO DE MODA S.A. (Medellín - Colombia) Licensee Company of brands such as: Diesel, Marithé François Girbaud, Kipling, 55 DSL, Custo Barcelona, Superdry, Michael Kors, Fossil y Marc Jacobs. <ul style="list-style-type: none">Design and track of "Junior girl 2001" collection for Diesel brand. (Adapting the concepts of original Italian Brand to our local collections).Design and track of "Accessories 2002 Collection" for Marithé Francois Girbaud brand. (Adapting the concepts of original French brand to our local collections).
05/1999 03/2000	FASHION DESIGNER STORM Y CIA. LTDA (Medellin - Colombia) This Company produces, sales and takes part in the sector of casual wear and jeanswear for women's market. <ul style="list-style-type: none">Design and track of 6 fast fashion collections - women's clothing.

FREELANCE JOBS

- Underwear and beachwear fashion illustrations and technical drawings for "Sensitivity and Fashion Concepts Report", of Inexmoda, Medellín since 2002 until 2007.
- Underwear fashion illustrations and technical drawings, for "Síntesis" Advertising Agency, Medellín, 2007.
- Work uniforms fashion illustrations and technical drawings for women's catalogue of "Tania" brand, Medellín, 2004.
- Technical drawings for "Pronto Moda" collections of Primatela S.A. Company, Bogotá, years 2003 and 2004.
- Technical drawings for "Textile and Fashion Glossary", of Inexmoda, Medellín, 2002.
- Beachwear fashion illustrations for "Pilsen Calendar", with the brand "Dos Soles", Medellín, 2002.
- Beachwear fashion illustrations posted on "Le Sud de la Mode - Fashion Catalogue" of "Biennale Internationale Design", in Saint Etienne-Francia, 2000.
- Beachwear fashion illustrations for "Chicas Aguila Calendar 2001", of Ipanema Ltda. Company, Medellín, 2000.
- Development of underwear color cards, for Alternativa de Moda S.A. Company, Medellín, 2000.
- Beachwear designs for Leonisa S.A. Company, Medellín, 1999.
- Casual wear designs for Brand "Figuras", Medellín, 1999.
- Beachwear and work uniforms fashion illustrations for Vesmoda S.A. Company, Medellín, 1998.
- Work uniforms fashion illustrations for Paños Vicuña Santa Fe S.A. Company, Medellín, 1998.
- Night dresses fashion illustrations, for brand "Apparta", Medellín, 1997.

AWARDS AND MENTIONS

2006	WINNER OF "ANTÓJATE DE ANTIOQUIA" CONTEST Award received for creativity and innovation of the products my company. Award given by the Antioquia Department (Medellín).
2005	WINNER OF BUSINESS PLAN CONTEST "CULTURA E" Awarded because of my Business Plan, and its brand concept designing. Award given by the Mayoralty of Medellín, 2005.

SOCIAL SKILLS

- My job experience has given me the opportunity to have contact with different areas, topics positions (CEO's, Workers, Buyers, Suppliers, etc.), this has allowed me to develop a communication centred-based on features and roles of each interlocutor. This has also allowed me to improve my mediation skills by listening to others without excluding my point of view.
- I have performed many presentations on collection briefings and mood boards for several meetings, sales conventions and buyers, describing every in a clear, well-structured and focus way.
- Regarding to my experience as an entrepreneur, I have worked as a promoter in exhibitions, events and interviews, giving special care to my brand's image and interacting with many people.

ORGANISATIONAL SKILLS AND COMPETENCES

- As an employee, I have had the opportunity to work into a team on different projects and collections, in which every one of us had special tasks where it was necessary, the consistency in the designing style and the coordination in the collection's delivery. This way to work allowed me to develop an excellent adaptability to perform activities under pressure and especially to improve my persuasion and empathy as a social skill.
- My experience as an administrative manager has allowed me to acquire an excellent level of autonomy and a series of new skills in operational planning and management in order to achieve the Company's financial goals. Everything has contributed to develop a technical-specialist improvement and have positive feedback on the strategy of continuous growth of my own business.
- I have also had the pleasure to work with a highly qualified and creative staff with which often I have practiced the brainstorming technique in order to develop new products and get useful feedback from my probable difficulty as well. This manner to work (team work), was not only a good tool to improve my skills as a team manager, but also a good way to develop a sense of belonging, work oriented to results and cooperate among staff.

PROFESSIONAL SKILLS

- I have such a good ability to create sketches, fashion illustrations, graphics, and patterns for printings (handmade and computer-based ones).
- I dominate a great sensibility and creativity combined with skills and knowledge on the development of collections for apparel, bags, shoes and accessories.
- I have got good skills on timing and methods for collections development.
- I have an excellent technical capability at handling industrial machinery for dressmaking.
- I possess great abilities to develop handbags patterns (handmade).

COMPUTER SKILLS

WINDOWS:
MAC:
ILLUSTRATOR:
PHOTOSHOP:
INDESIGN:
COREL DRAW:
FREEHAND:
WORD / EXCEL:

LANGUAGES

MOTHER TONGUE: Spanish
ITALIAN: Level Advanced (C1)
ENGLISH: Level Intermediate (B1)