

VANESSA SILVA

SENIOR TEXTILE & GRAPHIC DESIGNER | FASHION DESIGNER

+1 (514) 883 0470

vanasousasilva@gmail.com

www.vanasilva.com

linkedin.com/in/vanasilva/

Montréal, QC

PROFILE

Creative professional with extensive experience in the apparel industry both retail and wholesale.

A well-rounded designer familiar with the complete product design process, from initial concepts to the final product. Art direct print development and projection, relating to the seasonal concept, trend and market needs. Great research skills to craft valuable solutions that constantly maximize company profits and surpass margin goals.

Innovative and artistic professional with 17+ years in the fashion industry.

EDUCATION

Bachelor's degree in Design
FANOR - DeVry University
2002-2007(Brazil)

WORK EXPERIENCE

Senior Graphic Designer / Product Designer - 2020 / 2022

Lemur Group - Canada (www.lemurgroup.com)

- Design and develop full collections for specific market for the baby wear and kids wear brands - Expert knowledge in trend research translating into concise seasonal themes and mood boards. Creating trend color and key items for the company's brand.
- Designer of cads, graphics, aop's, flat sketches, prints, catalogue, packaging, merchandising.
- Present the collection to the director and manufacturing to discuss possible adjustments.
- Responsible for doing competitive market shopping at local retailers, online and overseas.
- Follow up the full production process and impact on design, delivery and timelines.
- Guidance and support of assistant designers and graphic artists.
- Key clients Costco, Walmart, Winners, Marshalls, Nordstrom

Senior Graphic & Textile Designer / Product Designer - 2017 - 2020

Beco Industries - Canada (www.becoindustries.com)

- Design and develop full collections for specific market for the baby wear and kids wear brands - Expert knowledge in trend research translating into concise seasonal themes and mood boards. Creating trend color and key items for the company's brand.
- Designer of cads, graphics, aop's, flat sketches, prints, catalogue, packaging, merchandising.
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SKILLS

- Print & Pattern
- Textile Graphics
- Art Direction
- Fabric Knowledge
- Trends Research and Interpretation
- Strong Market Knowledge
- Flat Sketch
- Catalogues
- Photo Retouching, Editing, And Manipulation
- Product Development
- Strong Colour Sense And Design
- Mood Board
- Packaging
- Web Design
- Concept
- Mockup
- Prototype
- Branding
- Power Point
- Design Thinking

WORK EXPERIENCE

Graphic / Print Designer - 2016 - 2017

The Kersheh Group - Canada (www.thekershehgroup.com)

- Edited and arranged artwork into different types of repeats according to the specifications and standards of various overseas printers.
- Responsive for all CAD work (textile, pattern layouts, logos, graphics) from concept to finish.
- Expand on design concepts as well initiate new ideas.
- Assist with creating concept boards and design process and ensure presentation boards are accurate.
- Translate trends into concepts that respond to business needs for the relevant product category.
- Conceptualize and design products, packaging and print collateral for new launches.
- Packaging development. Create PDQ designs and Planogram mock-ups in-store displays.
- Communicates with sales on a regular basis to create renderings and presentations for mass, mid-tier and off-price accounts in Canada and the US.

Graphic / Textile Print Designer - 2014 - 2016

Buffalo Jeans - Canada (www.buffalojeans.ca)

- Created groups of original, all-over textile and placement prints for womenswear garments using Photoshop & Illustrator.
- Reception of samples and corrections.
- Presented my artwork assortments to merchant and leadership team during seasonal milestone meetings.
- Collaborated with the marketing team on the concept, photography, photo styling, and post-production for catalog, website, and other promotional materials to achieve brand consistency.
- Interprets trend forecasting research and incorporates samples in presenting to retailers.
- Catalogues conceptualization and development, photo retouching, editing, Manipulation
- Design seasonal marketing presentations and mood boards

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SOFTWARE

Illustrator ■■■■■
Photoshop ■■■■■
InDesign ■■■■■
Lightroom ■■■■■
PowerPoint ■■■■■
Adobe XD ■■■■■

LANGUAGES

Portuguese ■■■■■
English ■■■■■
French ■■■■■
Spanish ■■■■■

WORK EXPERIENCE

Graphic / Textile Print Designer - 2006 - 2013

D'metal Womenswear - Brazil (www.dmetal.com.br)

- Art direct print development and projection, relating to the seasonal concept, trend and market needs.
- Present trends and print focus boards, pitch colorways and assist with palette development.
- Create original artwork for textile, silkscreen and embroidery, proficiently using Illustrator and photoshop.
- Implemented colour separation of artwork and created colorways appropriate to the annual colour palette.
- Worked directly with the mill in the production process.
- Oversee technical textile layouts and review strikes and comments.
- Created overall organization strategy for design department deliverables in a time and action calendar
- Create a presentation for the sales in stores and wholesale team teaching them about trends and the why's in order to assist them with sales pitch and growth.
- International travelling to Europe and USA for trends research and sample merchandise.
- Directly impacted the growth of the company from 3 stores to 12 stores nationwide in the course of 7 years.