

Christel Araujo

Freelance Designer - Fashion & CAD

Creative design professional offering 15 years of experience in fashion design. Looking for an opportunity in the field of fashion design where I can tackle the challenges a project brings with my technical and creative skill to create high-quality design that will help my clients reach their goals. Searching for new opportunities that enable me to learn in a multi-faceted manner that keeps me relevant to the multi-disciplinary aspect of fashion design while working independently on projects remotely or partially on-site.

Work History

2020-11 -
Current

Founder of Alto Design Inc.

ALTO Design Inc, New York, NY

- Created full tech packs from apparel to accessories with comments that relayed advanced knowledge of technical construction and patternmaking and handing off to factories.
- Designed industrial soft goods from ideation to product development including creating tech packs for proto types.
- Womenswear development which includes: cut and sew, wovens, sweaters, lingerie, cold weather accessories and hosiery, including Plus sizes.
- Involved in childrenswear and infant development such as apparel to baby soft good accessories.
- Rendered digitally for sketches and tech packs using Photoshop and Illustrator.
- VStitcher Browzwear and Clo3D FIT Certified for 3D rendering. Able to delegate and instruct a 3D team on how to execute revisions needed, apart from patternmaking revisions.
- Knowledgeable in Sustainable practices. Guiding on the fabric choice and factory practices. Making this a circular design as much as possible.
- Worked with various brands and companies such as: Copper Fit, Centric Fila, Timberland Walmart, Maggie London, Tharanco, Leota.
- Created original print artwork based on trendboards.
- Turned original print artwork and studio print artwork into repeats and colorways, ready for factory printing.
- Directed creative process for logo creation and clothing labels including: color story, font design for new fashion categories of sustainability and inclusive sizing.
- Worked on photo-editing for visual merchandising campaigns. Keeping to brand booklet requirements.
- Designed retail floor/ wall plans complete with product placement and garment flats, showcasing seasonal colors via CAD for visual merchandising presentations.
- Eliminated downtime and maximized revenue by providing top project quality control, while resolving problems, improved operations and provided exceptional

Contact

Address

Bronx, NY, 10459

Phone

(646) 206 – 1470

E-mail

Christel.araujo@gmail.com

WWW

www.altodesigninc.com

WWW

<https://www.behance.net/altodesigninc>

Skills

Adobe Illustrator

●●●●●
Excellent

Adobe Photoshop

●●●●●
Excellent

Original Print Artwork and
Repeats

●●●●●
Excellent

Vstitcher Browzwear Certified

●●●●●
Excellent

Clo3D

●●●●●
Excellent

Patternmaking

●●●●●
Excellent

Draping

●●●●●
Excellent

Microsoft Suite

●●●●●
Excellent

Adobe Suite

●●●●●
Excellent

PLM, 4D

●●●●●

service.

2021-09 -
Current

Designer - Soft Good Product Development

Gembah

- Directed concept design, special feature constructions developed with factories and production support.
- Product development from Ideation stage, protosample comments to approved final sample.
- Identified product issues and conducted market research on customer experience.
- Communicated with client and PM any design cycle problems and advised solutions.
- Managed product life-cycles by monitoring product research, development and determining retirement dates
- Reviewed product development budgets, expenditures and research.
- Identified opportunities for new products and improvements to existing products to increase sales.
- Maintained internal product knowledge database.

2022-09 -
Current

Adjunct Professor - Fashion Design - Draping

SUNY Westchester Community College, New York, NY

- Teaches multi level Draping and construction classes. Including final semester, where students create their collections.
- Engages student through discussion, presentations, and use of video for easy to understand lessons.
- Guide students in creating capsule collections for their final project. from streetwear to evening wear.
- Emphasize strong sewing skills. construction techniques with various types of fabrics ranging from knits, wovens and synthetics..
- Planned, wrote and revised course materials such as: syllabi, assignments, exams and handouts to achieve student-centered learning.
- Developed and delivered engaging digital presentations to students to understand and discuss industry expectations.
- Create and guide students to online educational support material to facilitate the learning process in an engaging and innovative way.
- Practice circular design methods in each assignment while highlighting it's importance.
- Foster student's interest and commitment to design by connecting course materials with research and technical field trips.
- Lead lab hours to help ALL students in fashion design, with any lessons or projects for fashion major classes.
- Mentor students based on what their goals are, in a level they feel comfortable to succeed.
- Help organize end of semester fashion show for students from ALL fashion classes to showcase their final projects.
- Worked closely with heads of department to report progress and discuss program development.
- Timely review and grade of quizzes, tests, homework and projects with academic progress information while giving positive feedback, especially at beginner level.
- Created and delivered lessons through virtual and face-to-face learning while fulfilling requirements of

Excellent

Effective Multitasking



Excellent

Software

Adobe Suite

VStitcher Browzwear

Clo3D

district's curriculum program.

2020-07 -
Current

Print Designer

Five Point Graphics, New York, NY

Developed original digital artwork in capsule collection for junior and contemporary market. Using both Illustrator and Photoshop, in layers for color manipulation and repeat editing.

2019-06 -
2020-03

Head Designer Juniors C&S

Fashion Avenue Knits, New York, NY

Created monthly collections, and additional presentations for private label. This included original print artwork development, as well as handling tech/construction using the NYC sample room. There was an increase of sales from department Stores, 20,000 units.

2019-02 -
2019-06

Freelance C&S/ Sweater Designer/ CAD Artist

Belladini, New York, NY

In charge of all CADs needed from sketches, print development and presentations. Submitting specs/tech packs to China. Was an integral part of expanding private label with Dillard's, using color palettes to create original artwork. Additional categories developed cut-n-sewn missy and juniors.

2018-08 -
2019-02

Freelance Designer - Plus Size Legwear

Leg Apparel LLC, New York, NY

Followed trends to developed a hosiery collection for plus size in eight different brand, ensuring proper fit. Expanded to cut and sewn bottoms, and grew private vendor relationship.

2017-06 -
2018-08

Senior Designer- Active Socks

GBG One Global- Planet Sox, New York, NY

Handled 8 out of 10 top earning brands within the company. Created cohesive trend forward collections each season. Involved with developing new licenses, such as Timberland and Spyder. This role included up-keep of tech packs/specs, using PLM, and communication with China

2015-09 -
2017-06

Designer- Active Socks

GBG One Global- Planet Sox, New York, NY

Made cohesive collections for active brands, including technical and follow up for each brand to meet T&A calendar.

2012-09 -
2015-09

Associate Designer- Reba- Chelsea & Violet

Soulstar Creations LLC, New York, NY

Sales were increased by 20%, and lines were offered in all Dillard's doors. Handled both missy private label and junior categories, creating a true sportswear collection. Which included woven/knit, and top/bottoms. Created the CAD and layouts, and kept with China tracking communication.

2011-03 -
2012-06

Associate Designer- Cupio Blouses/Cut-n-Sew

HMS Productions, New York, NY

Responsible for launching brand with one million in sales in first season. Developed trends and implemented ideas in print and layouts. Sent and tracked samples for each market to meet the T&A calendar.

2007-08 -
2011-03

Assistant Designer - Spense Sportswear

HMS Productions, New York, NY

New label created 2 million in sales in the first two quarters.
Helped in all development facets, including tracking samples, and meeting T&A calendar.

Education

2004-09 -
2006-05

Associate: Applied Science, Fashion Design

Fashion Institute Of Technology, State University Of New York - New York, NY

Cum Laude May 2006

- Minored in Evening Wear
- Participation in Fashion Exhibit

2006-09 -
2008-05

Bachelor of Science: Fashion Merchandising Management

Fashion Institute Of Technology - New York, NY

- Special mention on merchandising product development final

Certifications

2020-10

VStitcher Browzwear Certification- Fashion Institute of Technology

2022-03

Clo3D Certification

Interests

FloralArtFancy- Online Store showcasing an array of downloadable themed original art content for social media use, scrapbooking, digital note taking and personal stationery projects

[Https://www.etsy.com/shop/FloralArtFancy](https://www.etsy.com/shop/FloralArtFancy)