



NATALIE DE GROOT

DIGITAL FASHION DESIGNER

AI fashion designer at the forefront of the fashion industry's technological revolution. Dedicated to redefining style through the power of artificial intelligence. Offering unique and exceptional designs through this combination of human creativity and artificial intelligence. An innovative force in the world of fashion, where creativity and technology converge to create a vision of fashion's future that is truly one-of-a-kind.

PROFESSIONAL EXPERIENCE

DIGITAL FASHION DESIGNER -Los Angeles 2020-PRESENT

I specialize in crafting captivating visual experiences across a wide array of products. Proficient in digital fashion designs, branding, product design, mood boards, and brand direction for diverse fashion categories including clothing, shoes, eyewear, jewelry, bags, and accessories. Adept at leveraging digital tools and technologies to bring creative visions to life, with a keen eye for detail and a commitment to excellence. Excels in translating concepts into compelling visuals and delivering cohesive brand identities. With a comprehensive skill set, I possess the capability to create anything digitally, pushing the boundaries of creativity in the fashion industry.

LE SUPERBE-Los Angeles Consultant 2019 - 2020

Designed exquisite fashion items in line with the brand's aesthetic. Oversaw seasonal conceptualization and creation of the entire collection. Managed the product design process, from initial market research to mood board creation to sketching/designing to execution.

Participated in the conceptual development of directional product lines, incl. pitching original ideas & concepts.

Oversaw technical designs of products from concept to factory, incl. fabric and trim selection, meeting and selecting vendors, etc.

TART COLLECTION -Concord ,CA Design Director 2016 - 2019

Collaborated with related departments to ensure cross-functional adherence in terms of design/production calendar timelines and processes included Production/Tech, Buying/Planning, and Creative teams.

Oversaw the entire design process, from concept development and sketching to fabric selection, fittings, and final product execution.

CONTACT

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SKILLS

- Strong knowledge in AI fashion design
- Proficient in utilizing AI tools for design creation and optimization
- Creative flair with a keen eye for trends and aesthetics
- Excellent understanding of fashion design principles and techniques
- Strong proficiency in AI Software Midjourney, Dall-e, Stable Diffusion, Leonardo, Promai, Chat GPT
- Creative direction and design conceptualization
- Team leadership and management
- Product development and production management
- Strong knowledge of garment construction and fabric selection
- Attention to detail and ability to multitask
- Problem-solving and decision-making abilities
- Strong knowledge of market and industry trends
- Photoshop, Word, Excel, Powerpoint, Outlook,

LANGUAGES

English: Fluent (Native)

French: Proficient

Spanish: Proficient

EDUCATION

FIDM-Los Angeles, CA
FASHION DESIGN

Researched trends and ran team meetings to set direction and tone of the line for a coming season Partnered with design team to create complete trim and raw material packages each season; monitored the process to ensure a given direction/theme is carried out each season
Reviewed the line and fits at pre-set stages in the design process; responsible for the cohesiveness and styling of the line as a whole
Created line plan, design calendar & managed seasonal workflow
Partnered with product development and tech team to analyze and improve processes and procedures
Partnered with web team and lead creative visual and thematic conceptualization of seasonal concepts

PLANET BLUE-Los Angeles **Design Director 2016 - 2018**

Researched seasonal themes and inspirations, in collaboration with the Creative Director Created mood boards for each collection
Developed and presented seasonal design details and silhouette direction
Assisted in styling and creative direction for fashion shoots
Worked closely with patternmakers and sample makers in proto developments and fittings, first through production Researched trends through competitive shopping, magazines, websites, and runway shows
Responsible for conceptualizing & executing individual capsule collections for retail stores

NAT + J-Los Angeles **Design Director 2013 - 2016**

Researched markets, trends, and fabrics in order to generate original ideas and innovation
Ensured cross-functional adherence in terms of production calendar timelines and processes
Conducted trend analysis to create a cohesive collection look and direction while overseeing style creation
Sought out opportunities to maximize business by fostering relationships with suppliers to ensure that product development meets brand standards
Created style boards and tech packs to be sent to suppliers
Attended fit sessions and assist technical design process
Approved all final samples prior to production
Conceptualized new collections and saw the process through to market
Communicated with factories for production
Built and maintained strong partnerships with pattern makers, production, tech, and marketing

RED HAUTE-Los Angeles **Design Director 2009 - 2012**

Researched outside the industry, inside the industry and trade shows for new materials, colors and design trends that are then appropriately incorporated into the collection
Set seasonal color palette based on trend and commercial successes
Responsible for executing individual designs and/or collections produced with a deep knowledge of product components, costing, target margins, and required FOBs
Managed any in house or outside designers assigned to the project on established project time lines
Identified and presented a clear point of view on key silhouettes, fabrics, and details appropriate for the brand
Worked closely with the sourcing product development team in handing off design aesthetic intentions
Adhered to all development timelines by meeting all due dates for complete handoff to sourcing team
Collaborated with merchandiser to discuss line plans

C&C CALIFORNIA-Los Angeles **Design Director 2005 - 2009**

Set overall direction in the conceptual development of all product lines
Fully responsible for managing staff in all aspects of entire product design process
Selected, trained, motivated design staff
Responsible for managing and providing creative direction to design staff
In conjunction with Product Development management, responsible for visualizing and determining strategic direction of business; accountable for process improvement, growing business and seeking opportunities to positively affect division/company
Fully responsible for ensuring that product is consistent with market trends as well as business strategy
Provided overall recommendations and set tone regarding style and fit of product(s) during presentation
Ensured consistency of look between differing businesses ; swim,kids,lounge,men's,active, and accessories
Responsible for following through from design to inception, handing off the final detailed design, ensuring designs are complete and on time
Participated in all fitting sessions