
*Seeking Sustainable Solutions to Apparel Production and Consumption through
Technology Adoption and Consumer Education*

Skills

TECHNOLOGY (Mac and PC):

Microsoft Office Suite: Excel, Outlook, PowerPoint, Word | Adobe: Illustrator, Photoshop, InDesign, Dimension
3D Design: Optitex, CLO, Blender, Unity | 3D Body Scanning: TC² | Virtual Reality: HTC Vive, Steam
Prototyping: Universal Laser Systems, Epson Printers, Mutoh Direct-to-Fabric Printer, Rotary Drum Heat Press
Other CAD Software: Lectra (Kaledo, Modaris), NedGraphics | Survey Tools: Qualtrics, Amazon Mechanical Turk
Websites/Social Media: Shopify, WordPress, GoDaddy Website Builder, Facebook, Instagram, LinkedIn, Pinterest

APPAREL DESIGN, PRODUCTION & MERCHANDISING:

Garment Development: Flat and digital patterns, draping, construction, tailoring, fit analysis, costing and pricing
Development & Merchandising Presentation Materials: Fashion illustrations, technical and detailed flats, merchandising flats, line sheets, product catalogues, market reports, mood boards, showroom visuals
Surface Design: Textile design for screens and digital printing, embroidery, embellishments, sweaters
Marketing Materials and Branding: logos, hangtags, product labels, packaging, and other point-of-purchase

The Full Scope of My Experience

RESEARCH ASSISTANT, Department of Design & Merchandising

January 2021 – May 2021

Colorado State University, Fort Collins, CO

- Acted as project manager and research assistant to two faculty members' funded research at the intersection of sustainability, apparel, and consumer behavior.
- Researched current knowledgebase of sustainable laundry behaviors and empirical findings, and crafted and managed all verbal and audio content for a student-facing website to inform about sustainable laundry habits and products. Visual materials (i.e., flyers and digital posters) also developed for campus-wide distribution.
- Conducted review of current peer-reviewed literature related to climate assessment and alternative business models (i.e., circular and sharing economy) to formulate a consumer-based survey to conduct a lifecycle assessment of the current fashion rental market. Organized and managed data collection strategy and timeline.
- Contacted and engaged with key stakeholders and potential research partners to seek ongoing feedback and collaboration to improve research outcomes and enhance impact of research findings.

PRINCIPAL INVESTIGATOR, If I Customize It, I Will Keep it Longer?

July 2018 – Dec. 2020

Colorado State University, Fort Collins, CO

- Segmentation framework used to examine and analyze characteristics and behaviors of customized apparel consumers and possible associations with sustainable consumer behaviors and variables.
- Literature review topics include mass-production of apparel and associated issues (e.g., over-consumption, over-production); new technology in apparel production; mass-customization and the current apparel customization landscape; sustainable consumer behaviors and market segmentation, especially in apparel industry; data collection and screening for Amazon Mechanical Turk (mTurk).
- Consumer-based survey instrument developed on Qualtrics using existing or adapted from existing items drawn from lit. review; distributed through mTurk platform; received 318 usable responses.
- Data analyses performed using IBM SPSS software; descriptive statistics, factor analysis, Cronbach's alpha reliability, hierarchical and k-means cluster analysis, multiple regression, and correlations.

- Lead instructor, responsible for curriculum development, lesson planning, and classroom management for upper-division courses in Product Development and Apparel Design concentrations.
 - AM375 Product Development II: Semester-long group projects focused on developing and presenting production-ready concepts to industry partner based on specified design brief initiatives of company. Individual portfolio development projects led to skill practice and improvement for necessary tools of industry and product development roles. Weekly lectures focused apparel production using textbook examples and professional experiences to highlight product development concepts; lectures expand on broad overview presented in Product Development I and seek to prepare students for Capstone course.
 - AM342 Computer-Aided Textile Design: Instruct on use of software for textile design (i.e., Kaledo, Adobe Photoshop/Illustrator) through development of three thematic portfolio projects, including a cultural research paper and textile collection inspired by a textile sample from the Avenir Museum's archives. Peer review panels conducted to improve student's ability to speak about their work and process and prepare them for industry-practices.
 - AM346 Apparel Line Planning and Production: Pre-capstone course for apparel design students to allow exploration, research, development, and production planning of cohesive apparel product line and create portfolio presentation of line concept to aid in internship applications. Students engaged in frequent peer-review sessions to prepare for speaking about their work and improve presentation skills, as well as gain feedback and support to enhance their concepts and develop ideas more deeply.
- Supervised and managed undergraduate and graduate teaching assistants; created projects to aid in lectures, discussions, or other classroom activities based on TA's abilities, skills, and interests.
- Expectations for student work and classroom conduct based on professional industry experience while maintaining an open door and "no stupid questions" policy to facilitate mentoring environment.

- Responsible planning and implanting technology related aspects of mixed-methods body image research
 - Developed, tested, and established protocol for creating personalized virtual reality experience for participants using 3D body scan data, 3D design software, and virtual reality headset and platform.
- Managed and mentored team of two students assisting in the completion of the digital sampling
 - 6-weeks instructional training on Optitex for fluency in virtual pattern making and fitting.
 - Assistants each responsible for two garments of the nine-garment participant wardrobe.
- Created templates and instructional materials for technology-related protocol to guide ongoing research. Materials include troubleshooting tips and technical limitations of the technology used.
- Observer-Researcher at four 2-hour long educational sessions conducted by Principal Investigators.
 - Interacted with participants to develop a positive rapport and ease possible discomfort at technology-related aspects and requirements of participation.
 - Guided body positive design session using PowerPoint and internet image search.
- Conducted focus group with half of participants, audio recorded and accompanied by a notetaker.

- Focused on innovative technologies for design and production to introduce STEM concepts to adolescent girls.
- Goals were to establish collaboration, creativity, and critical thinking by fostering respect for design as STEM.
- Responsible for curriculum development, lesson planning, instruction and classroom management:
 - Computer-Aided Textile Design: Students developed original print concepts using CAD software.
 - Apparel Engineering: Students learned to manipulate digital patterns using Optitex, gaining experience with garment fit as well as 3D simulation technology.
 - Textile Making: Students used Illustrator to create designs then used laser cutter technology to produce.

- Wearable Technology: Students used Arduino LilyPad microprocessors, LED lights, conductive thread, and simple coding to create original wearable technology accessories while developing hand-sewing skills.

INSTRUCTOR, Honors Summer Program

June 2019

COLORADO STATE UNIVERSITY, Fort Collins, CO

- Led instruction and lesson planning for design-related components of one-day intensive targeting pre-college Honors students; instructed on the basics of Adobe Photoshop, trend research and analysis, color selection.
- Course designed to highlight Product Development concentration of the Apparel and Merchandising program.
- Students participated in end-to-end production, using the Nancy Richardson Design Center's "maker studio."

GRADUATE TEACHING ASSISTANT, Dept. of Design & Merchandising

January 2018 - May 2019

COLORADO STATE UNIVERSITY, Fort Collins, CO

- Portfolio Development (AM 240):
 - Supervised students in development of computer-based design portfolio; facilitated peer-review critiques.
 - Led instructional demonstrations on Adobe Illustrator and Photoshop for artistic and technical illustrations.
- Clothing, Adornment, and Human Behavior (AM 250):
 - Notetaker for lectures; assisted in-class activities and exams; maintain gradebook and course materials.
 - Assess major project that had students demonstrate understanding of social and psychological concepts of dress.
- Product Development I (AM 275):
 - Helped students develop the skills needed for creating technical design packages; led demonstrations of technical illustrations using Adobe Illustrator; managed in-class activities highlighting course concepts.
 - Used professional experiences and portfolios for demonstration purposes and to illustrate course concepts.
 - Create and maintain Canvas course materials and gradebook; review and assess final projects.
- Computer-Aided Apparel Production (AM 341):
 - Grade students' weekly assignments; digital pattern-work using Lectra's Modaris software.
 - Create and maintain Canvas course site, including entering grades and student communication.
 - Grade students' final projects; finished garments created using digital pattern-making software.
- Computer-Aided Textile Design (AM 342)
 - Assist with grading student-work for Lectra Kaledo-based CAD design course.
 - Maintain gradebook and online course materials.
- Retailing (DM 360):
 - Attend and monitor classroom lectures and exams, providing student support as needed.
 - Maintain online course materials and gradebook, and input student grades for in-class activities.
- Product Development II (AM 375):
 - Led instructional demonstration of EFI-Optitex PDS 17 digital and virtual prototyping software.
 - Assisted students outside of class on assignments related to virtual prototyping and 3D simulation.
- Design Capstone (AM 446):
 - Aid class management of Senior design studio; mentor and instruct students to complete collections.
 - Grade student work, asking questions, proposing possible solutions, and pushing for growth regardless of skill level.

STUDENT RESEARCHER, Graduate Coursework

August 2017 – May 2019

COLORADO STATE UNIVERSITY, Fort Collins, CO

- Object-based research of archival garments from Avenir Museum collection; comparing designer and bridge market samples from 1950s – 1990s in order to examine changes in quality of materials and construction and looking for possible indications of consumers' changes in maintenance behavior.
- Pilot-test focus group conducted with apparel consumers using principles of human-centered design; goal of understanding and enhancing consumer knowledge of sustainable apparel topics. Potential future research on increasing consumer knowledge of apparel production impact through point-of-purchase interventions.
- Observation-based research of local mass-market retailer to better understand typical consumer purchase decision process. Conducted in-depth interviews with consumers to probe the non-observable processes.
- Conducted design-based research to develop a collection of original textile designs to promote awareness of the ecological impacts and consequences of human-caused climate change.

- Developed framework and hypotheses for potential future consumer behavior research with objectives of understanding and evaluating how consumer's perceive value in apparel products, especially fast fashion.
- Conducted systematic literature review to evaluate and synthesize literature related to materialism, mindfulness, and the framework of education for sustainable development (ESD); potential solutions for reducing harmful consumption behaviors and promote mindfulness and responsible consumption.

PARTICIPANT

October 2018

OUTDOOR INDUSTRY ASSOCIATION SUMMIT, Denver CO

- Engaged with local community members and business leaders to discuss how Colorado and other domestic communities can grow and build a sustainable and thriving outdoor and lifestyle industry.

PARTICIPANT

May 2018

SLOW FASHION STUDY TOUR, United Kingdom

- Attained first-hand knowledge and experience of sustainable end-to-end supply chains during two-week intensive study in the U.K. leading to in-depth knowledge exchange with sustainable design champions like Christopher Raeburn and an introduction to zero-waste and off-the-grid manufacturing equipment and facilities.

SOLE PROPRIETOR, Sustainable Style Online Boutique

August 2012 – December 2017

BITTERSWEET BY DESIGN, Brooklyn, NY and Littleton, CO

- Managed social media platforms (Facebook, Instagram, LinkedIn, Pinterest) and digital marketing campaigns aimed at communicating environmental and social impacts of apparel by highlighting benefits of products sold.
- Researched and monitored developments in sustainable apparel, including materials, brands, and production.
- Sold at open-air markets and trunk shows enabling direct communication with consumers resulting in improved attitudes towards sustainable products, changes in apparel behaviors, and willingness to share insights.
- Planned and executed seasonal buy plans incorporating up-to-date research and findings on sustainable design and production while maintaining target market aesthetics and needs.
- Collaborated with other small-business partners to minimize deadstock and ensure happy customers.

VOLUNTEER/CO-DESIGN MENTOR,

Summer 2017

We Made This (Non-Profit), Denver, CO

- Volunteer for summer fundraising event for local non-profit providing women refugees training in sewing, product development, and business management.
- Worked individually with 'We Made This' graduates to design and construct dresses for fundraising auction; helped teach apparel patternmaking, tailoring techniques, and garment fitting.

SENIOR CAD DESIGNER, Ruby Rd. Collection

February 2015 – October 2016

ALFRED DUNNER, LLC., New York, NY

- Generated 40-70 SKUs seasonally for privately-owned SME national brand with heavy focus on design and engineered prints; adoption rates for engravings averaged 80%, continually performing with healthy and above average sell-through rates in retailers like Dillard's, Belk, JCPenney, and DTC online platform.
- Cultivated new retail partnerships with Sam's Club by utilizing previous best-selling prints and adapting them to meet the consumer and pricing needs of the discount retailer with orders in the millions of units per style.
- Collaborated with suppliers to ensure quality production and developing new methods as necessary to achieve design goals; challenged production teams to adopt more sustainable production strategies effectively increasing use of digital printers and more efficient pattern markers reducing chemical and fabric waste.
- Monitored market trends and engaged team-wide discussions on design and fabric directions that promote more sustainable practices to reduce environmental impact of production.

FREELANCE PRODUCT DESIGNER & CAD SPECIALIST

July 2010 – February 2015

VARIOUS BRANDS AND RETAILERS, New York, NY & Ft. Myers, FL

- Completed product development and production projects as needed for various brands in design, production, technical, and merchandising roles. Consistently praised for high-quality and efficient performance.
- Highly involved in developing brand identity for relaunch of Adrienne Vittadini apparel collection by creating streamlined development processes and templates resulting in production orders from various retailers.

- Designed and led planning and merchandising of first brick-and-mortar location for small women's start-up in Park Slope, Brooklyn; created visual aesthetic of physical and web presence. Designed and produced upcycled childrenswear from underperforming women's styles—all three styles sold out within a month.
- Coordinated product development of woven and cut & sew styles for Chicos, FAS by sourcing new fabrics, trims, and other materials from partner vendors, resulting in best-selling skirts, blouses, and denim products.
- Handled peak-season production needs for C9 by Champion men's product development team by consistently meeting deadlines and delivering market appropriate designs, showroom concepts, and marketing materials.
- Achieved product development time and action goals for J.Lo and Lauren Conrad debut collections at Kohl's department stores by developing technical packages and line sheets, and sourcing fabrics and trims.
- Developed hand-drawn and digital designs for embellishments for women's DKNY Jeans collection, completing assignments in half the time allocated by project manager.

ASSISTANT DESIGNER, Style & Co., Sport October 2007-July 2010
MACY'S MERCHANDISING GROUP (MMG), New York, NY

- Collaborated with Sr. Designer and Design Director to develop collections for target market, personally responsible for design and management of all woven bottoms and outerwear (10-30 SKUs/season) and half of cut & sew (35-70 SKUs/season); top-performing brand for two consecutive years, marked by quarterly growth in sales and distribution for four consecutive seasons.
- Consulted with product management, technical design, and overseas offices to source new fabrics, trims, prints and patterns, embellishments, and care labels from MMG approved domestic and international suppliers.
- Created and maintained all technical packages from development to bulk production; attended fit sessions and reviewed samples for quality and color; oversaw changes to base slopers based on changing market needs.
- Completed invitation only executive leadership training, working closely with executive officers to learn the critical skills needed to implement new product development strategies by conducting SWOT analysis, resulting in the presentation and adoption of modernized marketing and development strategy for Style & Co., Sport brand.
- Promoted from entry-level position with CAD design team in September 2008; assisted with repeats, colorways, pitch sheets, line sheets, sample and file management.

INTERN, Golf Collections May 2006 – June 2007
OXFORD APPAREL INDUSTRIES, New York, NY

- Helped develop debut collection of private-label women's golf collection by working directly with the SVP of Design and Merchandising to clarify seasonal concepts and develop product styles and original textile patterns.
- Developed format for sales catalog for market week presentation to buyers and merchandisers; created seasonal product catalogues for men's and women's lines for distribution.
- Created and maintained all product technical packages for men's and women's collections, including flat and detailed technical sketches, textile prints and patterns, and strike-off and submit approval cards.
- Assisted with showroom set-up and other activities related to merchandising and sales.

UNDERGRADUATE TEACHING ASSISTANT, Chemistry Department January 2005 – May 2007
PRATT INSTITUTE, Brooklyn, NY

- Chemistry in Art (CHEM501): Chemistry of artists' materials like dyes, inks and pigments, production and uses.
 - Set up and monitored all lab activities including handling of equipment, chemicals and other hazardous materials.
 - Monitored student exams and finals; assisted Professor Eleanora del Federico, PhD. outside of class with ongoing research on frescoes, pigments, and conservation.

Education

Master of Science, Apparel and Merchandising Spring 2021
Colorado State University, Fort Collins, CO

- Thesis Title: If I customize it, I will keep it longer? Segmenting mass customization consumers through the sustainability lens.
- Advisor: Ruoh-Nan (Terry) Yan, Ph.D.; Committee Members: Sonali Diddi, Ph.D., and Rebecca Niemiec, Ph.D.
 - ❖ Excellence in Creativity, Graduate Student Showcase 2019 (Institutional Award)
 - ❖ Oris Glisson Outstanding Beginning Master's Student, 2018 (Awarded by ITAA)

Bachelor of Fine Arts, Fashion Design; minor Art History (with Honors)

May 2007

Pratt Institute, Brooklyn, NY

- Capstone: Mix-and-match women's ready-to-wear collection inspired by travels to Scandinavia and China; color-blocking, timeless silhouettes, and silk fabrics for the bold and on-the-go professional.
 - ❖ Merit Based Scholarship, 2003–2007 (Institutional Award)
 - ❖ YMA Scholar, Design, 2006 (Awarded by the YMA/CFDA Fashion Scholarship Fund)
 - ❖ Atkinson Scholarship for Academic Achievement, 2005 (Institutional Award)

Certificate of Completion, Textile Design & Screen-Printing

August 2005

DIS Denmark, Copenhagen, DK

- Six-week intensive program to learn and practice textile design and screen-printing methods.
- Culminated in gallery show and presentation of hand-printed original textile design yardage.

Conference Presentations & Posters

(Upcoming) POSTER SESSION,

November 2021

ITAA Annual Conference, Virtual

“Segmenting Mass Customization Apparel Consumers: Demographic, Psychographic, & Sustainability Perspectives”

- Segmentation Results of Thesis Sample Population using Motivations and Amount of MCA Purchases as Bases

(Upcoming) POSTER SESSION,

November 2021

ITAA Annual Conference, Virtual

“Mass Customized Apparel Consumers and Sustainability: A Starting Point to Guide Future Research”

- Literature review and empirical findings linking mass-custom apparel consumers and sustainable behaviors.

ORAL PRESENTER,

November 2020

The New Fashion Initiative's Academic Consortium, Virtual

“If I Customize It, I Will Keep It Longer? A Sustainability Perspective on Mass-Custom Apparel Consumer Segments”

- Broad Overview of Thesis research and findings

POSTER SESSION,

March 2020

College of Health and Human Sciences, Research Day, Fort Collins, CO

“Functional, Unique, and Creative: Correlations Between Motivations of Mass-customized Apparel Purchase and Sustainable Apparel Values and Behaviors”

- Selected findings of Thesis data analysis

POSTER SESSION,

November 2019

Colorado State University, “Graduate Student Showcase”, Fort Collins, CO

“Agents of Change: Textile Design for Environmental Awareness”

- Creative design work inspired by interest in starting conversations with consumer about sustainability

ORAL PRESENTER,

October 2019

ITAA Annual Conference, “Risk & Reward,” Las Vegas, NV

“Relationships between Mass-Customization and Sustainable Apparel Behavior: A Propositional Study”

- Based on literature review from Thesis

POSTER SESSION,

October 2019

Society of Environmental Journalist, Annual Conference, Fort Collins, CO

“Linking Mass-Customization Apparel with Sustainability: Consumer & Product Lifecycle Perspective”

- Early findings of Thesis data analysis

Research Interests

- Key: sustainable design and production principles and methods (e.g., closed-loop, carbon-neutral, zero-waster); sustainable production and consumption; role of technology
- Other: textile science and new materials development, consumer education and knowledge, new/sustainable business models, community development, social justice, corporate social responsibility, environmental regulation and assessment, and education for sustainable development

Professional Memberships

- International Textile and Apparel Association
- Fashion Scholarship Fund Alumni Association
- Business of Fashion Professional Subscription
- Denver Design Incubator

Languages

Fluent: English

Conversational: Spanish

Beginner: Italian, German, French, Danish, Mandarin