

# Rachel Calafell

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## Key Achievements

**Winner of the Abercrombie & Fitch Design Sophomore Summit of 2022**

**Winner of the Studio Foundation Award of Recognition for the 2020-2021 Academic Year**

## Projects

Product Development with Tatum Robots for the Blind/Deaf Community

Collaborating Artist for Making Empathy: Collaborative Journaling during the Covid Pandemic

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## Professional Experience

### **Brand Associate – Covet Consignment (Beacon Hill)**

Jan. 2025 – Current

- Delivered exceptional customer service in a fast-paced consignment-retail environment
- Performed consignment intake, luxury authentication, research, and price negotiation
- Managed sales transactions, store credit processing, and inventory organization
- Maintained knowledge of consigned merchandise and fashion trends
- Contributed to daily and quarterly sales goals, earning performance-based bonuses

### **Merchandise Designer – Slacker Media Group**

Dec. 2024 – Current

- Designed merchandise for the nationally touring shows *Splinky Rave* and *It's a 2000's Party*
- Reported directly to the CEO and collaborated on creative direction
- Conducted consumer research to enhance brand awareness and engagement
- Managed product development from concept through marketing execution

### **Sales Associate – Eileen Fisher**

July 2024 – Dec. 2024

- Delivered inclusive, personalized customer service and styling advice
- Promoted brand values of sustainability, ethical production, and timeless design
- Educated customers on fabrics, fit, and the Eileen Fisher philosophy
- Handled sales transactions, returns, and maintained inventory accuracy

## **Product Development Specialist – Contractor through Randstad**

May 2024 – June 2024

- Oversaw development of Girls Separates for ages 5–12
- Managed progress from WIP to Lab Dips, PP Samples, and TOPs
- Coordinated with sourcing agents, manufacturers, and internal tech teams
- Gained hands-on experience working with a professional product development team

## **Product Development Intern – TJX Companies**

May 2023 – Aug. 2023 | TJX Corporate Office, Framingham, MA

- Researched, conceptualized, and designed decorative pillow collections
- Managed development from concept to final production
- Communicated with manufacturing teams to ensure quality and timelines
- Gained experience in product development, quality control, and cross-functional collaboration
- Contributed ideas and feedback on design direction and project strategy

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## **Skills**

**Technical Skills :** Proficient with Adobe Photoshop, Adobe Illustrator, and Adobe Lightroom, Trend Analysis, Proficient in Microsoft Suite, Proficient in Google Suite

**Design Skills:** Product Development, Brand Development, Sewing, Technical Design, Tech Pack Development, Illustrations (hand-drawn and Digital), Patternmaking

**Communication:** Public Speaking, Project Proposal, Presentation, Sales, Teamwork, Time Management, Creative Problem Solving, Relationship Development, Time Management

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## **Education**

**Massachusetts College of Art and Design: BFA in Fashion Design 2020 - 2024**

2020 Certificate of Completion from the Massachusetts College of Art for completing their Summer Intensive for Fashion Design

2019 Certificate of Completion from Parsons School of Fashion Design for Fashion Styling

2019 Academic Award for Academic Excellence in English, Language, and Composition