

Rachel Calafell

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Portfolio : <https://www.calafelldesign.com> | <https://rachelcalafell.com/>

Projects and Achievements

Founder of Calafell Design Co.

Winner of the Abercrombie & Fitch Design Sophomore Summit of 2022

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

Product Development with Tatum Robots for the Blind/Deaf Community

Collaborating Artist for Making Empathy: Collaborative Journaling during the Pandemic

Professional Experience

Founder and Merchandise Designer - Calafell Design Co.

Dec 2024 - Current

- Founded my small business which designs and executes merchandise for musicians, social media content creators, and production companies.
- Client acquisition and outreach
- Manages multiple projects with quick turnaround
- Offers range of services from product concept, to marketing and sales strategy
- Designs and conducts maintenance on website

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

Product Development Specialist in Soft Home – 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 alongside professional product development team
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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

Education

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