

# ADRIANA ABRANTES

## DIGITAL FASHION DESIGNER

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Digital fashion designer specializing in Clo3D and Browzwear, apparel tech packs, and 3D colorway visualization, delivering consistent high-quality outputs for luxury and activewear brands.

### PROFESSIONAL EXPERIENCE

**The Yellow Hare, Miami, FL • Designer, 3D & Graphic Design (Freelance/Studio)** December 2014 – Present

- Partnered with **Walmart**, **RYU**, and **Subnation x Atari Hotels** to deliver 3D prototypes and seasonal apparel visuals.
- Aided clients in reduction of physical sample by 40% through high-fidelity digital garments.
- Created 3D garments for **Subnation's Metaverse Fashion Week** debut, reaching 100,000+ users.

**Ralph Lauren, New York, NY (Remote) • R&D, 3D Designer** February 2022 – August 2024

- Created 3D prototyping workflows, establishing a reduction of sampling time by 30% and waste by 25%.
- Advanced digital design capabilities across categories using Browzwear, Clo3D and Adobe programs, developing innovative 3D methods for leather goods, footwear, and textiles, improving design efficiency.
- Trained 10+ design teams in Browzwear Lotta; led adaptive apparel research for **U.S. Olympic & Paralympic teams**.
- Collaborated on the **Naiomi Glasses Artisan in Residence** collection, ensuring quality with 3D tools.

**Perry Ellis International, Miami, FL • 3D CAD Designer for Golf Brands** December 2017 – April 2020

- Served as an early beta tester for Clo3d and Browzwear, evaluating workflows and providing feedback before company-wide adoption, establishing the foundation for future 3D integration.
- Built a 100+ asset 3D materials & trims library, improving visual constancy by 40%.
- Partnered with design & merchandising to deliver accurate materials & silhouettes for **Callaway Golf & Original Penguin**.

**Anthropologie, Miami, FL • Visual Associate** October 2013 – August 2014

- Designed and installed handcrafted displays and windows, driving 20% increase in foot traffic.

**Victoria's Secret, San Francisco, CA • Merchandising Supervisor** November 2006 – November 2009

- Directed floor sets, visual storytelling, and store operations, improving conversion by 15%.

### SKILLS & TOOLS

**3D & Digital Design:** Clo3D, Browzwear (VStitcher & Lotta), Blender, Substance 3D

**Graphic & Marketing:** Adobe Photoshop, Illustrator, InDesign, Premiere Pro, XD

**Other:** PLM Systems, Google Workspace, MS Office

**Languages:** English (Native), Portuguese (Native), Spanish (Proficient)

### EDUCATION & CERTIFICATIONS

#### EDUCATION:

**BFA in Fashion & Apparel Design • Academy of Art University, San Francisco, CA**

#### CERTIFICATIONS:

- User Experience Design Essentials – Adobe XD UI UX Design, Udemy (2024)
- Lotta Trainer Certification, Browzwear (2023)
- VStitcher 101, 201, 301 Browzwear University (2022)