

ADRIANA ABRANTES

3D DESIGNER

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PROFESSIONAL SUMMARY

With over 15 years of global experience in 3D modeling and digital fashion design, I specialize in optimizing production processes and reducing prototype costs. My expertise includes advanced 3D design, digital concept development, and apparel industry processes. I excel in orchestrating collaborative workflows with vendors, marketers, illustrators, and designers, thriving in dynamic, fast-paced environments. I have a proven track record of pushing creative boundaries and achieving impactful results in innovation. My work is informed by a deep understanding of industry trends and a forward-looking approach to design, demonstrated through my experience with leading golf brands and research and development of inclusive clothing for Olympians and Paralympians. This aligns well with the vision to bring iconic brands to life through apparel and merchandise.

SKILLS: 3D Design & Modeling, Print & Pattern Drafting, Fashion Trends, Product Development, Material Sourcing, Brand Identity, Computerized 2D Flat Sketches, Problem-Solving, Persuasive Communicator, Multilingual (English [Native/Bilingual], Portuguese [Native/Bilingual], Spanish [Working Proficiency])

TECHNICAL PROFICIENCIES:

- **Adobe Suite:** Photoshop, Illustrator, InDesign, Bridge, Lightroom, Premiere Pro
- **Digital Fashion Software:** Clo3D, Efi-Opitex, Browzwear, Substance, Blender
- **Other Software:** MS Office, Google Workspace, Gerber AccuMark, WordPress, NedGraphics, Microsoft Expression, Concept Board, Bluescape, PLM

PROFESSIONAL EXPERIENCE

Ralph Lauren, New York, NY (Remote) • R&D Associate, 3D Design 2022 – 2024

Developed and implemented innovative 3D software methods, optimizing sample production and reducing iterations by 30%. Created 3D prototypes for special projects, including the first Artisan in Residence initiative. Enhanced pre-production accuracy and minimized material waste by 25% using 3D visualization for fabric prints. Established best practices in 3D software to streamline development and reduce the environmental footprint.

- Created 3D prototypes for **Polo x Naomi Glasses Artisan in Residence** collaboration, aiding design and technical decisions.
- Researched and conceptualized inclusive dressing ideas for the **US Olympics Team** and **Paralympic Team**.
- Developed innovative 3D design methods for leather goods, shoes, fabrics, and more, integrating beta testing. Trained 10 design teams across the company in the Lotta program facilitating company-wide proficiency in 3D design.
- Compiled extensive research findings and data, delivering insightful presentations to company stakeholders, facilitating informed decision-making and strategic planning.

Subnation & Big Block, Los Angeles, CA (Remote) • Clo3D Designer 2021 – 2022

Designed and created garments for a groundbreaking Metaverse project, prominently featured at the **inaugural Metaverse Fashion Week**, attracting over 30,000 visitors in the first day. Showcased pioneering digital fashion concepts, enhancing direct engagement with younger consumers, leading to an increase in social media interactions.

- Developed 3D garments for immersive experiences presented within **Decentraland**.
- Collaborated with fellow 3D designers and modelers to produce a cohesive collection of Metaverse outfits, ensuring consistency and creativity across the entire collection.
- Modeled hardware components, such as buckles and zippers, integrated seamlessly onto 3D garments, enhancing both functionality and aesthetic appeal.

RYU Apparel Inc, Vancouver, BA (Remote) • 3D Designer 2020 - 2021

Created 3D samples for line reviews, facilitating pre-production adjustments, reducing finalization time of product lines by 40%.

- Modeled 3D golf garments from 2D sketches and technical packs, ensuring accurate representation of design intent.
- Developed a comprehensive library of trims and fabrics using Clo3D and Photoshop to visually align with design concepts.
- Prepared and presented high-quality 3D renders to the design team, enhancing visualization and accuracy in garment fit.

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

Early adopter of 3D processes and design methodologies within the company, pioneering beta testing of 3D programs for design applications and contributing to the development of extensive 3D libraries resulting in over 100 trims, fabrics and pattern blocks, notably **Callaway Golf** and **Original Penguin**. Facilitated pre-production adjustments, reducing finalization time of product lines by 30%.

- Transformed 2D sketches into 3D designs used for NuORDER and website content, enhancing digital presentation and marketing efforts.
- Collaborated closely with product creation, development, and marketing teams to seamlessly integrate 3D assets and collateral.
- Led rendering efforts for 3D garment models, serving as a key resource for training designers on the latest fashion season trends and techniques.

..... ADDITIONAL EXPERIENCE

The Yellow Hare, Miami, FL • Creative Director 2014 – 2020

- Conceptualized and created footwear brand.
- Solved complex design challenges by creatively approaching material sourcing and construction techniques for aesthetically pleasing and functional product.
- Developed 3D renders for footwear to visualize and make changes.

Miami-Dade County Public Schools, Coral Gables, FL • Website Content Manager 2015 – 2017

- Managed website content and monitored site traffic for school district.
- Designed promotional materials to enhance district communications.

Coffee Break, Café y Bistró, Asunción, Paraguay • Marketing Specialist 2015 – 2016

- Rebranded business with new logos, business cards, and menus, enhancing brand identity and customer engagement.

Anthropologie, Miami, FL • Visual Associate 2013 – 2014

- Designed captivating window displays and in-store setups.
- Crafted sets and props, and managed merchandising for events, reflecting brand aesthetic and artistic vision.

Odebrecht Construction, Buenos Aires, Argentina • Public Relations Intern 2011 – 2011

- Coordinated media activities for events, press walk-throughs, and trade shows.
- Supported PR initiatives and enhanced company visibility.

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

- Led merchandising efforts, creating visually appealing shopping experiences through strategic product displays and store layout enhancements.

..... EDUCATION & CERTIFICATIONS

EDUCATION:

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

CERTIFICATIONS:

- Lotta Trainer Certification, Browzwear (2023)
- VStitcher 101, Browzwear University (2022)
- VStitcher 201, Browzwear University (2022)
- VStitcher 301, Browzwear University (2022)