

ADRIANA ABRANTES

DIGITAL DESIGNER

Miami, FL | (305) 610 - 4468 | adsabrantes@gmail.com | [LinkedIn](#) | www.adrianaabrant.es.com

PROFESSIONAL SUMMARY

Multidisciplinary Digital Designer with expertise in 3D apparel, footwear, and digital prototyping—alongside strong experience in graphic design for marketing collateral, web content, and branding. Proven success reducing sample iterations, enhancing virtual fit accuracy, and improving time-to-market for global brands. Skilled in collaborating across design, product, and tech teams to implement scalable digital workflows and lead cross-functional creative initiatives.

SKILLS: 3D Digital Product Creation, Digital Prototyping, Brand Strategy, Digital Marketing, Social Media Marketing Software Proficiencies, Virtual fitting & simulation, Product Development, Material Sourcing, Branding, Technical Fit Sessions, Multilingual (English [Native/Bilingual], Portuguese [Native/Bilingual], Spanish [Working Proficiency])

TECHNICAL PROFICIENCIES:

- **Adobe Creative Cloud:** Photoshop, Illustrator, InDesign, Bridge, Lightroom, Premiere Pro, XD
- **Digital Fashion Software:** Clo3D, Efi-Opitex, Browzwear (VStitcher & Lotta), Substance 3D, Blender
- **Other Graphic Design Software:** MS Office, Google Workspace, Gerber AccuMark, WordPress, NedGraphics, Microsoft Expression, Concept Board, Procreate, Corel, Bluescape, PLM systems

PROFESSIONAL EXPERIENCE

The Yellow Hare, Miami, FL • Creative Director, 3D & Graphic Design

December 2014 – Present

- Founded and operate a 3D-focused design studio offering digital solutions to global clients in fashion, tech, and marketing.
- Delivered high-fidelity digital prototypes and creative direction for various brands, including sales collateral, traditional and digital ads, brochures, and branded marketing collateral—streamlining design-to-production pipelines and reducing revision cycles.
- Notable contract clients and projects include:
 - **RYU Apparel Inc** – Developed 3D apparel samples, trims libraries, and expedited approvals (Dec 2020 – Mar 2021).
 - **Subnation & Big Block** – Designed digital garments and accessories for Metaverse Fashion Week (Nov 2021 – Jan 2022).
 - **Coffee Break Café y Bistró** – Led branding strategy and visual redesign, boosting customer retention by 30% (May 2015 – Feb 2016).
- Created engaging social media graphics and email templates for clients, increasing brand awareness and driving engagement.

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

February 2022 – August 2024

- Integrated 3D prototyping workflows, reducing sample production time by 30% and minimizing material waste by 25% through enhanced visualization and preparing large scale print formatting files for production.
- Developed innovative 3D design methods for leather goods, shoes, and fabrics, influencing digital product creation across multiple categories.
- Trained 10+ design teams in Browzwear Lotta, standardizing 3D processes and increasing efficiency in virtual sampling and approvals, ensuring quality control throughout the process.
- Spearheaded research on inclusive dressing concepts for the **US Olympic & Paralympic teams**, driving advancements in adaptive apparel.

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

- Introduced 3D digital sampling for Callaway Golf & Original Penguin, reducing sample iterations by 30% and expediting finalization timelines.
- Created a 3D materials and trims library with over 100 digital assets, improving consistency across collections and enhancing e-commerce product visualization.
- Optimized virtual fit processes by piloting new fabric simulation techniques, strengthening design accuracy and reducing pre-production errors.
- Designed digital assets for e-commerce and NuORDER platforms, supporting seasonal marketing campaigns and enhancing online product presentation.

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

- Managed updates and digital content for the district's online presence, ensuring ADA compliance and accessibility; designed and implemented website graphics to improve user engagement.
- Worked with academic departments to optimize content delivery and improve overall user engagement.

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

- Designed and installed handcrafted store and window displays using power tools and sustainable materials.
- Collaborated with the visuals team to execute seasonal floor sets in line with corporate creative direction.
- Created visually immersive in-store experiences tailored to local customers, resulting in a 20% increase in foot traffic and improved brand perception.

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

- Assisted with event planning, logistics, and media coordination for press walk-throughs and stakeholder events.
- Supported public relations outreach that increased company visibility and positive press coverage.

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

- Directed floor sets, product placement, and seasonal transitions in alignment with corporate merchandising strategy.
- Led a team in maintaining visual standards and managing all incoming merchandise, beauty displays, and windows.
- Frequently acted as store lead, overseeing operations and employee performance during solo management shifts.
- Boosted conversion rates by 15% through optimized visual storytelling and customer engagement techniques.
- Maintained accurate inventory and collaborated cross-functionally to meet daily operational goals.

----- 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)