Odalys Fenwick-Marchetti

Fashion Designer

Los Angeles, CA · odalys.fenwickmarchetti@example.com · (213) 555-0158 · Portfolio · LinkedIn

SUMMARY

Fashion designer with 7 years in women's wovens and dresses for mid-market brands, owning about 60 styles a season from concept through bulk production. Built the brand's best-selling dress block, now carried over in 5 consecutive seasons, and cut average fit rounds from 3 to 2 by tightening tech packs. Comfortable in Illustrator, CLO 3D and PLM, and on video fittings with overseas factories.

EXPERIENCE

Designer, Women's Wovens — Harbor & Linden Apparel

Los Angeles, CA · Mar 2021 – Present

- Design about 60 woven tops and dresses per season across 4 deliveries, from mood boards and line plans through final sample approval.
- Developed a wrap dress block that sold through 78% at full price in its first season and has been carried over with new prints for 5 seasons.
- Rewrote tech pack templates with clearer points of measure and construction callouts, cutting average fit rounds per style from 3 to 2.
- Run weekly video fittings with 2 factories in Vietnam alongside the technical designer, approving fit, trims and lab dips against the calendar.

Assistant Designer — Copperleaf Studio

Los Angeles, CA · Jun 2018 – Feb 2021

- Drew flats and prepared tech packs for a 35-style contemporary knit line, keeping the PLM library current for each season.
- Researched trend and color direction for 2 seasons, presenting boards the head designer used to set the season palette.
- Tracked sample status for 120 styles a season and flagged late protos to the production team before market week.

SKILLS

Design: Line planning, sketching, flats, print and color direction, fabric selection

Technical: Tech packs, points of measure, garment construction, fit sessions, grading basics

Software: Adobe Illustrator, Photoshop, CLO 3D, Centric PLM

Production: Factory communication, lab dips, strike-offs, T&A calendars

CERTIFICATIONS

CLO 3D Fundamentals Certificate, 2022

EDUCATION

B.F.A. Fashion Design, Otis College of Art and Design, 2018

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