

CRISTINA ROJO



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Work Experience

CREATIVE DIRECTOR & FASHION DESIGNER

Nov 2016 - Present

House of Red - house-of-red.com

ACHIEVEMENTS: Selling to international distributors and clients, speaker at the University of Guadalajara for Hult Prize about sustainable fashion; guest judge for "Moda Que Te Quiero Verde" project at Janette Klein University; guest at "Aditi Agrawal" podcast to talk about sustainable fashion in Mexico; among others.

- Natural fibres and dyes research (sustainable practices)
- Colour palette development
- Selection of fabrics and trimmings
- Design and development of seasonal collections
- Textile design on handloom with artisans
- Fittings / Technical Sheets
- National and international research trips
- Working hand in hand with national suppliers
- Pattern design

FASHION DESIGNER

May 2015 - May 2017

Almacenes García - cuidadoconelperro.com.mx

ACHIEVEMENTS: When sales started to drop, we noticed that the customer had changed and we had to reinvent the brand. Together with the commercial team we developed a new collection and image of the new brand for these new young generations and it was a complete success.

- Trend and colour research (WGSN, shopping, blogs, social media, magazines...)
- Research and shopping trips to fashion capitals
- Attending international fashion fairs
- Seasonal colour palette development
- Selection of fabrics and trimmings
- Clothing design (jersey, denim, woven fabrics and outerwear)
- Textile design and prints with Asian suppliers
- Fittings / Technical sheets
- Working with national and international suppliers in production, fabric selection, quality and samples
- Working closely with buyers and commercial team

ASSISTANT DESIGNER & BUYER

June 2013 - April 2015

Assaad Awad, Yono Taola & Movement - Madrid

ACHIEVEMENTS: I started out as an intern, and when the internship ended I stayed as a freelance Pattern Designer for Assaad Awad.

- Technical sheets
- Fittings
- Pattern design and sample sewing
- Organization and planning of calendar of events and clients for Fashion Week
- Follow up with buyers
- Agenda planning meeting deadlines



Studies

2010 -2013

BA FASHION DESIGN

IED Madrid

Oct 2011

COOLHUNTING DIPLOMA

IED Madrid

Nov 2010

PERSONAL SHOPPER DIPLOMA

IED Madrid

Oct 2009

PHOTOGRAPHY DIPLOMA

CAAV Guadalajara



Languages

Spanish ————— 100% Native

English ————— 100%

German ————— 80%



Skills



Problem solver



Self learner



Organization and direction skills



Teamwork



Meeting deadlines



Empathetic



Photoshop, Illustrator, InDesign, Lightroom



Attention to detail



About me

I'm a creative hardworking person with an enthusiastic personality. I love learning new things and working in a friendly environment. In my spare time I like to cook, go on hikes with my dogs and discover new places.