Alessandra De Gregorio

Product Designer

🔗 alessandradegregorio.com

✉ alessandra4852@gmail.com

📞 (571) 882-4477

in Linkedin

EXPERIENCE

Freelance Product Designer *Jan 2021-Present*

- Ship mobile and web experiences
- Conduct user research and competitor analysis to establish design strategy
- Create user flows, wireframes, mockups, and prototypes

Ronny Kobo / Freelance Designer *Jul 2021-Jan 2022*

- Designed and developed high-end womenswear clothing
- Researched key market trends to validate design direction
- Helped manage special projects with market leading retailers Neiman Marcus, Rent the Runway, Anthropologie, and BHLDN
- Coordinated design iterations with domestic and overseas factories
- Worked with stakeholders to ensure design and business needs were fulfilled

Milly / Assistant Designer *Aug 2016-Sep 2018*

- Designed best selling styles that were repeated in future seasons
- Researched market and customer behavioral trends to establish design strategies
- Managed designs through product lifecycle including initial ideation, prototypes, production handoff and shipping
- Authored company handbook establishing best practices for style data entry
- Exemplified leadership by hiring, managing, and mentoring interns

3.1 Phillip Lim / Production Coordinator *Jul 2015-Mar 2016*

- Focused on streamlining multiple production timelines to ensure on-time delivery of high-end womens and mens designs per season
- Managed the flow of pre-production prototypes between internal departments, factories, and overseas partners
- Problem solved and coordinated design changes with cross functioning teams

WHIT / Assistant Designer *Nov 2012-Mar 2015*

- Assisted in developing 2 collections of contemporary womenswear per year
- Created mood boards and analyzed customer data to inform stakeholders
- Managed customer relations to finalize orders and negotiate terms

Ulla Johnson / Freelance Design Assistant *Aug 2012-Jan 2013*

- Guided product development of high-end womenswear clothing
- Sourced and purchased trims for development and production
- Managed quality control of products

SKILLS

UX/UI Design

User Research

User Testing

Wireframing

Prototyping

Illustration

TOOLS

Figma

Sketch

Invision

Illustrator

Photoshop

InDesign

EDUCATION

General Assembly

Sep-Nov 2019

UX Design bootcamp
Part-time

Virginia Commonwealth University

Aug 2008-May 2012

BFA Fashion Design