

Alessandra De Gregorio

Product Designer

INFO

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SKILLS

Figma
Sketch
Invision
Adobe Suite
Illustration
PLM/RLM software

ILLUSTRATION

WWD
Martha Stewart Living
Anthropologie

EDUCATION

General Assembly

Sep-Nov 2019
UX Design bootcamp
Part-time

Virginia Commonwealth University

Aug 2008-May 2012
BFA Fashion Design

EXPERIENCE

Freelance Product Designer *Jan 2021-Present*

- Create experiences for mobile and desktop devices
- Research market trends to establish design strategy
- Create user flows, wireframes, low and high fidelity mockups

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 changes with domestic and overseas factories
- Attended stakeholder meetings to ensure design and business needs were fulfilled

Milly / Assistant Designer *Aug 2016-Sep 2018*

- Assisted in designing monthly deliveries of high-end womenswear clothing
- 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 200+ 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
- Enhanced brand strategy and recognition for start-up womenswear company

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