

Thaiana *Cruz*

FASHION DESIGNER

CONTACT

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646 641 3724

Bronx, New York

EDUCATION

Bachelor of Fine Arts, Childrenswear

Fashion Institute of Technology, State University of New York

2009 – 2013 · Dean's List, 2009 – 2013

RECOGNITION

Critic Award in Childrenswear

Presented by Bonnie Young · 2013

Featured in *WWD*

Thesis design · 2013

SKILLS

Fashion Illustration
Drawing & Sketching
Digital Fashion Drawing
Trend Forecasting
Adobe Photoshop & Illustrator
Swimwear CADs & Tech Packs
Print & Pattern Design

EXPERTISE

Color & Trend
Brand Identity & Product Design
Packaging & Hangtag Graphics
Visual Storytelling
Hands-On Creative Thinking
Collaborative Team Player

LANGUAGES

English · Spanish — fully bilingual

Raised in a family of artists — *a painter and silk-screen printer, and a highly skilled seamstress* — I bring a strong sense of color, artistic sensitivity and attention to detail to swimwear, print and pattern, and childrenswear design.

EXPERIENCE

ZeroXposur at Studio Ray LLC

2013 — PRESENT

FASHION DESIGNER · NEW YORK, NY

Develop high-quality swimwear CADs in Adobe Illustrator and create original print and pattern designs in Illustrator and Photoshop. Design packaging and product graphics, drawing on color theory, trend forecasting and visual storytelling. Recognized for translating market insights into compelling, commercially relevant design concepts.

SWIMWEAR CADS · PRINT & PATTERN · PACKAGING · TREND FORECASTING

Burberry Childrenswear

JAN — MAY 2013

CREDITED INTERNSHIP · NEW YORK, NY

Worked directly with the head director of the Childrenswear department — correcting CAD work, fittings, administrative work, and design concepts from sourcing to correcting samples.

Ralph Lauren Childrenswear

SEP — DEC 2012

PRACTICUM / INTERNSHIP · NEW YORK, NY

Designed a spring and summer collection for the Denim & Supply division; took part in design meetings with buyers, designers, the Vice President and design assistants, and collaborated on concept boards and color matching.

AllSaints Spitalfields

APR 2010 — AUG 2012

SALES ASSOCIATE · NEW YORK, NY

Delivered client service, merchandising and display; met with designers each season on collection inspiration, fabrications and silhouettes; responsible for new-location start-up management.

Z Spoke by Zac Posen

MAY — AUG 2010

PRODUCTION SUMMER INTERNSHIP · NEW YORK, NY

Worked closely with the production department and patternmakers on fittings and pattern alterations, as well as tech packs and market sourcing.