



KATELYN



Available Upon Request
katelynadessa.com
katelynadessa@gmail.com
katelynadessa
United States of America and Italy
Available to Relocate
Living in Florence, Italy
Valid Driver's License (USA)

ADESSA

EDUCATION AND TRAINING

MASTER IN CREATIVE DIRECTION

Palimoda | 2023 — June 2024 | Florence, Italy

— Received mentorship from industry leaders, Felipe Oliveira Baptista (Former Artistic Director at Kenzo and Former Creative Director at Lacoste) and Torsten Hochstetter (FILA Global Head of Design and Former PUMA Global Creative Director).

— Equipped with comprehensive expertise in Creative & Art Direction, Design methodologies, Draping techniques, Illustration, CAD software proficiency, Graphic Design, Photography & Film production, Styling principles, Business & Management strategies, Merchandising, Campaign development, and Marketing strategies.

BACHELOR OF FINE ARTS IN FASHION

Savannah College of Art and Design (SCAD)

2019 — June 2023 | Savannah, Georgia USA

- Achieved Dean's List recognition
- Awarded Academic Honors and Achievement Honors Scholarships
- Developed proficiency in various aspects of fashion design including Design, Draping, Pattern-making, Prototyping & Samples, Construction, Sewing, Textile Development, CLO 3D, Illustration, CAD, Technical Flats, and Spec Sheets.
- Actively contributed to The Manor, student-run fashion publication, showcasing skills in Creative Direction, Styling, Editorial, and Writing.
- Engaged in community service in volunteer work with SCAD Serve.

SKILLS

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere
Microsoft Suites
Google Suites
Excel / Sheets
PLM Experience
WordPress
CLO 3D
Procreate

TECHNICAL

Technical Flats
Illustration
Draping
Graphic Design
Brand Strategy
Art Direction
Merchandising
Digital Marketing
Editorial Writing
Pattern Making
Styling

PERSONAL

Leadership
Collaboration
Organization
Multitasking
Time Management
Creative Thinking
Presentation
Business Acumen
Trend Analysis
Inquisitive
Open Minded

LANGUAGES

ENGLISH Native Proficiency
ITALIAN Beginner (Actively Improving)
FRENCH Beginner (Actively Improving)

CERTIFICATIONS

INSIDE LVMH | ISSUED JULY 2023

Certificate in Creation & Branding and Operations & Supply Chain

WORK EXPERIENCE

ABERCROMBIE & FITCH CO. | COLUMBUS, OHIO USA

Apparel Design Intern | Women's Sweaters | June — August 2022

- Acquired comprehensive technical proficiency and fluency in knitwear terminology and processes.
- Conducted in-depth analysis and research on industry trends, market dynamics, competitor strategies, customer preferences, and fabric innovations to inform design decisions.
- Utilized Adobe Illustrator to conceptualize, produce and refine apparel sketches, ensuring alignment with brand vision and market demands.
- Translated design concepts into PLM system, streamlining workflow and facilitating seamless collaboration.
- Participated in fit sessions to evaluate product prototypes, ensuring alignment with design specifications and quality standards pre-production.

FREELANCE

FASHION STYLIST | USA & ITALY

January 2020 — Present

- Orchestrate and coordinate the seamless planning and execution of diverse productions, guaranteeing coherence with project objectives and the members of the production team.
- Develop and present visually compelling mood boards to guide precise styling vision and direction, ensuring alignment among team and leveraging trend analysis and creative insights.
- Curate personalized styling solutions and options, sourcing and procuring garments and accessories to align with client preferences and elevate visual narratives.
- Demonstrate keen attention to detail in dressing models and meticulously maintaining their appearance throughout shoots, contributing to the overall success of each project.

HER CAMPUS MEDIA | REMOTE, USA

Campaign Content Creator | January 2021 — June 2023

- Crafted engaging digital content to drive brand engagement and visibility, enhancing product awareness for clientele.
- Leveraged analytics tools to assess and report content performance and refine strategies for optimal reach and impact.
- Partnered with renowned brands including: Yves Saint Laurent, Lancôme, Sol de Janeiro, Clinique, Dove, Garnier, Coca-Cola, CeraVe, Glow Recipe, Proactiv, e.l.f, Love Beauty and Planet, Nair, Bondi Sands, and Batiste.

COLLEGE FASHIONISTA | REMOTE, USA

Contributing Writer | June — September 2022

- Conceptualized and delivered five innovative story pitches monthly.
- Curating content and producing two engaging articles monthly monthly with a focus on fashion and beauty for a leading national platform, resulting in publication.
- Demonstrated adeptness utilizing WordPress backend, facilitating seamless content integration and publication.

Feature Writer | February — June 2022

Peer Editor | September 2021 — January 2022

Content Writer | June — August 2021