



PAULA.LLORDEN @ GMAIL . COM

+ 34 696 062 618

MADRID , 28420

15 / 04 / 1997 CANNES , FRANCE

PROFESSIONAL EXPERIENCE

OVVER STUDIO

HEAD OF DESIGN AND PRODUCTION MADRID (Sept. 2020 - Oct.2021)

- Managed the initial contact and visit to numerous European manufacturers, selection of the ideal partnership and following communication and collaboration with the selected companies.

MENSWEAR

WHEN THE PANDEMIC ALLOWED US.

- Managed the entire product design process, from initial market research to mood board creation to material sourcing/development and prototyping to delivering the end product.

- Produced and talked through design specs with factory technicians to ensure samples were properly understood and constructed and within deadline.

- Collaborated in the design of strategies with the communication agency putting focus on keeping the creative purpose of the brand.

- Designed the brand visual language and aesthetic including packaging, seeding and gifting products, website visual identity and social media creative direction.

- Designed and produced commercial campaigns and e-commerce product photography.

ATTIRE THE STUDIO

ASSISTANT FREELANCE DESIGNER MILAN (Sept. 2019- Feb.2020)

- Assisted in all parts of the design process, from initial season research, to bulk production.

- Assisted in the execution of the inspirational information to apply to every seasonal development. + FULL SUSTAINABILITY AND CERTIFICATIONS RESEARCH

- Assisted in the gathering of vintage garments to use for mock-ups and put together original ideas working with sample rooms.

- Traveled to both MilanoUnica and Première Vision, help organize the visits, assist in the meetings with suppliers, follow up in the communication with them and in the selection and development of fabrics.

- Develop sketches, flats and technical packages by hand and computer using Adobe Illustrator and Photoshop.

- Assisted in the communication and garment fittings with the production center, sample rooms and ateliers.

SOPHIE ET VOILÁ

ATELIER ASSISTANT MADRID (Febt. 2019- June2019)

- Participated in the design and propotype production of one of the brand's bride and guest collections.

- Assisted the head seamstress and pattern developer during fittings with clients and in the sewing and cutting inside the atelier.

PEDRO DEL HIERRO TENDAM GROUP

DESIGN INTERN MADRID (Nov. 2017- Jan. 2018)

- Assisted the head of knitwear design in the developmennt of flats and teckpacks.

- Assisted the head of the casualwear department in the research and moodboard creation for the collection, the communication with suppliers and prototype fittings.

LLORDEN PAULA ®



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E - TOILE

DESIGN INTERN **MADRID** (Jan. 2016- June 2017)

- Assisted the head seamstress and pattern developer during fittings with clients and in the sewing and cutting inside the atelier.

COMPLEMENTARY STUDIES

CENTRAL SAINT MARTINS **LONDON**

- FASHION COMMUNICATION SUMMER SCHOOL (August 2018)
- FASHION PORTFOLIO INTERMEDIATE (July 2017)
- FASHION COMMUNICATION (June 2015)
- FASHION PORTFOLIO AND DRAWING SKILLS (June 2014)

ECOLE LESAGE **PARIS**

- HAUTE COUTURE EMBROIDERY (June/July 2016)

POSTGRADUATE STUDIES

THE POWER MBA **ONLINE**

- POWER FORMULA (July 2021 - Oct. 2021)
- FUTURE LEADERS (July 2021 - currently)
- THE POWER ECOMMERCE (July 2021 - currently)

UNIVERSITY STUDIES

ESNE **ESCUELA UNIVERSITARIA DE DISEÑO, INNOVACIÓN Y TECNOLOGÍA** **MADRID**

- B.A., FASHION DESIGN (Sept. 2015 - July 2019)

LANGUAGES

SPANISH NATIVE
ENGLISH PROFICIENT (C2)
FRENCH WORK IN PROGRESS (B1)

KEY SKILLS

- DESIGN AND CONCEPTUAL SKILLS
- WGSN RESEARCH AND ANALYSIS
- CONSTRUCTION TECHNIQUES
- ADOBE CREATIVE CLOUD
- PROCREATE
- COMMUNICATION
- MANAGEMENT (GOOD UNDER PRESSURE)