

Alexia Daniel

Fashion Designer

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EDUCATION

Savannah College of Art and Design (SCAD) — Savannah, GA
BFA in Fashion Design, Honors Student | **Graduated May 2025**

HONORS & AWARDS

- *The FSF/Virgil Abloh “Post-Modern” Scholarship* — SCAD Top 25 Finalist, October 2024
 - Rookie Awards 2025 — *Industry Certificate, Rank B*, Digital Fashion Submission
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DESIGN EXPERIENCE

Senior Collection: Ecdysis — Savannah, GA

Designer, Patternmaker, Garment Construction | Jan 2024 – Apr 2025

- Designed a 6-look fashion collection exploring transformation through silhouettes and mixed textiles.
- Drafted original patterns for all garments and constructed 5 complete looks in final fabrics.
- Developed 5 wearable prototypes and executed fit, fabric testing, and silhouette refinement.
- Created a cohesive concept presentation, including research, mood boards, concept boards, fabric selections, and technical flats.
- Communicated the conceptual direction clearly from ideation through garment development.
- Organized and directed a photoshoot to visually convey the collection's concept.
- Presented final looks and process garments to jurors as part of senior thesis review.

Cycled Hearts — Savannah, GA

Founder, Sustainable Fashion Designer | 2020 – 2024

- Designed and developed the brand's website for a user-friendly shopping experience.
- Sourced second-hand items aligning with the brand's aesthetic.

- Hand-sewed and painted garments to offer unique, customized pieces.
- Styled and photographed items to reflect brand identity and attract buyers.
- Edited images using Photoroom, Prequel, and Canva for social media and website use.

Pure Soul Design — San Juan, PR

Freelance Product Designer | Dec 2023

- Co-developed a loungewear line, translating mood boards into product sketches.
- Conducted trend research to meet current market demands.
- Supported product development from ideation to collection execution.

Abercrombie & Fitch Co. — Remote

Sophomore Summit Intern | Aug 2023

- Explored design internships and career opportunities within the brand.
- Collaborated on a four-look collection with a focus on identity and trends.
- Created a marketing pitch to present to brand representatives.

WORK EXPERIENCE

Yesaet — New York, NY

Fashion Assistant | September 2025 (NYFW Raise Fashion Event)

- Assisted designer Yesaet with event preparation, garment transport, and presentation setup for NYFW.
- Managed inventory, backstock, and rack arrangements to ensure efficient organization.
- Supported sales interactions by communicating the collection's story, fabrics, and design details to guests.
- Modeled brand clothing to showcase styling options and promote sales.
- Contributed to content creation and assisted with post-show pack-up and inventory management.

Pure Soul Boutique — San Juan, PR & Shelter Island, NY

Sales Assistant, Merchandiser, Freelance Model | 2017 – 2025

- Delivered personalized customer service and direct sales to increase customer satisfaction and repeat business.
- Designed visual displays and optimized product placement to drive sales.
- Collaborated with photographers and stylists for campaigns and product shoots, showcasing brand aesthetics.

Diversee Productions — NYC & Miami, FL

Event Assistant | October 2018 & July 2021

- Supported brand booths at ENVSN and Miami Swim Week, coordinating event logistics and vendor setup.
 - Managed VIP and general admissions using online ticketing systems.
 - Assisted with product displays, troubleshooting, and on-site brand promotion.
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SKILLS

Fashion & Design:

- Fashion Styling & Visual Merchandising
- Garment Handling & Inventory Management
- Event Preparation & Coordination (NYFW, Trade Shows)
- Product Development & Trend Research
- Upcycling, Sourcing, & Sustainable Fashion Practices

Sales & Marketing:

- Customer Service & Sales Support
- Brand Storytelling & Collection Presentation
- Content Creation: Photography, Styling, Social Media
- Website Design & Development

Technical Tools:

- Adobe Illustrator & Photoshop
- Clo 3D Fashion Software
- Canva & Prequel
- Microsoft Office Suite

Professional / Transferable Skills:

- Organization & Time Management
 - Communication & Client Interaction
 - Team Collaboration & Project Management
 - Adaptability & Multitasking
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PORTFOLIO

alexidanielportfolio.my.canva.site