

# Ty LaColla



## About Me

I am a fashion studies graduate with a heavy focus on Graphic Design and branding. Knowledgeable in crucial brand aspects such as trend forecasting and visual / virtual merchandising. Proficient in Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, as well as Sketchup).

## Work Experience

### **BruceGlen: Jan 2020 - Aug 2022**

Operations Supervisor

- Hands on work helping with photo shoots
- Editing product shots and editorials in Photoshop
- Creating and editing line sheets for upcoming collections
- Communicating with buyers from retail stores

### **David Ortiz Collection / MakeAMill Couture:**

**June 2023 - Aug 2023**

Brand Development

- Worked on promotional video production / editing
- Social media management

### **Shmeel: Jan 2024 - Aug 2024**

Brand Development / Graphic Sourcing

- Worked with leadership and creative team
- Communicated with production companies / manufacturers
- Developed Brand vision / Mood boards

## References

**Emma McClendon**  
Professor of Fashion

**Phone :** 718-990-7474

**E-mail :** mcclende@stjohns.edu

**Justin Morle**  
Professor of Graphic Design

**Phone :** 917-755-7121

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## Contact

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Rockland, NY

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## Education

### **BA Fashion Studies - Graphic Design**

St. Johns University, Queens, NY

Sept 2021 - May 2025

#### **Honors**

3.75 GPA

Magna Cum Laude

Dean's List

#### **Semester Abroad**

Paris, France Aug 2023 - Dec 2023

## Skills

- Adobe Suite
  - Photoshop, Illustrator, Indesign, Premiere Pro, Lightroom
- Sketchup
- Figma
- Packaging
- Collaboration / Communication
- Team Leadership

## Service

- Volunteer work at soup kitchen in 11th Arrondissement (Paris, France)