



I'm Silvia Rubio Herrada.  
Fashion and graphic designer  
from Barcelona based in Sydney.

I consider myself an experienced and passionate fashion designer with a productive work history in the design industry. I am skilled in the conceptualization of ideas, fashion design, textile design and Adobe Creative Suite. I am ready to help in anything needed to overcome design challenges and for a new opportunity to learn more.

## Experience

<b>Fashion designer</b> (Intern) /Ministry of Style, Sydney, Australia	August 2021 / <b>until now</b>	<ul style="list-style-type: none"><li>-Assist with technical drawings and tech packs.</li><li>-Create storyboards and style sheets using Adobe.</li><li>-Assist the lead designer to put together mood boards / colour palette / fabric &amp; trim sourcing / garment sourcing.</li><li>-Assist with seasonal photoshoots.</li><li>-Conduct online research on fashion.</li><li>-Create assets such as invites, banners, look book layout etc.</li></ul>
<b>Cool hunter (Freelance)</b> / Stradivarius, Sydney, Australia	June 2020 / <b>until now</b>	<ul style="list-style-type: none"><li>-Identify and summarize trends.</li><li>-Use street style to find trends.</li><li>-Use fashion media (books, websites, magazines, etc.) to identify and research trends.</li><li>-Understand how fashion media influences current trends.</li><li>-Interpret fashion as a response to contemporary culture.</li><li>-Understand how cultural influences (art, galleries, museums, etc.) impact fashion trends.</li><li>-Develop your unique fashion trend proposal.</li><li>-Present your fashion trend findings to a group in a coherent and professional way.</li></ul>
<b>Sales assistant</b> / ZARA, Bondi Junction, Sydney	February 2020 / <b>until now</b>	<ul style="list-style-type: none"><li>-Greet and interact with all customers and provide assistance as required.</li><li>-Provide exceptional customer service when working on the shop floor, fitting room and/or cashier desk.</li><li>-Maintain the visual standards of the store and represent the image of the brand.</li></ul>
<b>Fashion Designer</b> / Stradivarius (INDITEX) Barcelona	September 2018 September 2019	<ul style="list-style-type: none"><li>-Follow visual directives delivered from Head Office.</li><li>-Share comments and ideas for improving product. Assisting director designing ranges for casual and denim.</li><li>-Pre-production fittings and approving samples.</li><li>-Work within design briefs, price requirement and deadlines.</li><li>-Source, design &amp; develop detailed trims, embroideries, graphics and details.</li><li>-Coolhunting and reporting on market trend-setting themes and colour palettes.</li><li>-Ensuring spec sheet is accurate to sample. Check with production QA stock is same as sample.</li></ul>

## Experience

<b>Fashion Stylist Assistant</b> - Freelance / Barcelona	September 2018 February 2020	<ul style="list-style-type: none"><li>-Be an expert on current fashion trends in the industry and steamed, nearly worn and fitted.</li><li>-Sending our Hair and Makeup briefings to teams for daily E-Com shoots.</li><li>-Pre-style each collection, shoot and prepare style-out for approval from Buyers.</li><li>-Prepare models to be photo-ready by ensuring all items are photographed.</li><li>Assures that the highest quality product images are photographed.</li><li>-Create flat lays.</li></ul>
<b>Sales assistant</b> / Urban Outfitters Barcelona	September 2015 June 2018	<ul style="list-style-type: none"><li>-Create, propose and execute commercial floor changes.</li><li>-Provide exceptional customer service when working on the based on sales analysis and current trends.</li><li>-Shop floor, fitting room and/or cashier desk.</li><li>-Maintain the visual standards of the store.</li></ul>

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## Education

<b>Diploma of Graphic Design</b>	February 2021/ until now	<b>ACBI</b> , Australian College of Business Intelligence.
<b>Fashion Design Degree</b>	October 2014/ June 2018	<b>BAU</b> , Design college of Barcelona.

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## Languages

**Spanish** (Native)                      **Catalan** (Native)                      **English** (Advance)

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## Skills

-Adobe Suite	- Fashion Design
- Wordpress	- Graphic Design
- Spark AR	- Art
- Microsoft	- Photography

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## Contact

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