

# PALESA NICOLINI

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**LinkedIn:** LinkedIn.com/in/PalesaNicolini • **Portfolio:** PalesaNicolini.com

## APPAREL DESIGN • PRODUCT DEVELOPMENT • TECHNICAL DESIGN

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Fluid and highly motivated fashion creative with a strong background in product development. Effective in executing a variety of different projects and roles, organized, with strong skill set in design technology. Excellent team collaborator, with the proven ability to add value across multiple departments.

### *Design, PDev & Tech Design areas of expertise:*

- Women's Active Sportswear: knit & woven tops, bottoms, outerwear, accessories
- Women's & Men's Workwear: knit & woven tops & bottoms, denim, outerwear
- Women's & Men's Sweaters
- Women's & Men's Sleep & Loungewear
- Women's Soft Intimates
- Women's Leather & Beaded Handbags
- Technical Design, all categories
- Yarn Dye, Print and Graphic Design for Textiles
- Collaborating with offshore teams and factories
- Licensed and Private Label Design & Product Development
- Design & Marketing Workbooks
- Leadership & Creative Direction
- Presentations & Client Engagement

## PROFESSIONAL EXPERIENCE

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### **Freelance Contractor 11/2020 – current**

- Vai Athletica, Active Sportswear  
Product design to compliment line. Updated current Sports Utility Bra specs, fit and enhancements for reorder. Provided multiple new vendor pricing, Prop 65 testing and full production development.
- Infraway, Wearable Heat Therapy Products  
Product design to compliment launch. Design, prototype, fitting, and sourcing of knee heating device.
- Noble Outfitters, Lifestyle Apparel  
Print and Pattern Design for mens and womens woven shirts and jackets.
- Now & Again, Loungewear  
Established new product line including design, technical design, product development, fabric & factory sourcing, prototyping, fitting, and commercialization.

Innov8 Partners, Modesto, California

### **Senior Apparel Designer, Product Development & Technical Design 5/2019 – 3/2020**

Actively worked on all apparel brands: Sherpa Adventure Gear, Noble Outfitters, Noble Equestrian & Private Label. Responsible for product from design inception through to commercialization.

Mary Frances Accessories, Walnut Creek, California

### **Senior Accessories Designer, 6/2018 – 5/2019**

Instrumental in the leadership and direction of seasonal line of handbags and accessories, manifested product vision through market and trend research. Oversaw the design and development of private labels including Disney, Hard Rock Café, Haute Look, Anthropologie, J. Peterman, and more. Worked daily on prototyping with factories in the Philippines and India.

E&E Company Sleep & Loungewear, Fremont, California

### **Creative Director Lounge & Sleepwear, 11/2014 – 6/2018**

Spearheaded the development of new lounge & sleepwear brands for women from conception to commercialization. Lead design and product development for key private label Echo.

*continued...*

Cintas, Chicago, Illinois

**Designer, 1999 – 05/2011**

Landed award-winning accounts, both nationally and regionally, with major organizations in hospitality, travel, retail and gaming, designed programs for custom apparel in the vision of each client brand and ongoing campaign initiative

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***Previous related work includes:***

DESIGNER & CO-OWNER – *Nahana Lingerie, Chicago*  
PATTERNMAKER – *Isaac Mizrahi Collection, New York*

PATTERNMAKING ASSITANT – *J. Morgan Puett, New York*  
ASST DESIGNER – *Intimo 3 Intimates, Swim & Casual, Milan*

***Additional experience includes college instruction, actively teaching students in Fashion Design Principles, Pattern Making, Construction Methods, Fashion Theory and Adobe Illustrator for Fashion Design:***

*Columbia College, Chicago (2011 to Present)*  
FIDM San Francisco (2013 to 2014)

*The Art Institute of San Francisco (2014 to 2015)*  
*The School of the Art Institute of Chicago (2003 to 2007)*

## **EDUCATION**

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### **Bachelor of Fine Arts in Fashion Design**

The School of the Art Institute of Chicago, Chicago, Illinois

## **TECHNICAL PROFICIENCIES**

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**Adobe:** Photoshop/Illustrator/InDesign, **Microsoft:** Word/Excel/PowerPoint/Outlook, **PLM**