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| VR **Summary** A customer-oriented designer with a feel for the pulse of the commercial fashion industry and current trends. With 8+ years of experience in luxury sportswear. Ready to be an active contributor at Lululemon with innovative concepts and stylish ideas. Experiences in this industry sector have resulted in a popular women’s fall collection that increased sales by 27% relative to the previous year.. **Skills**  Conceptual and design skills|  Sense of style and color| Multitasking|Time management  Communication|Organization|  Presentation Languages  * Italian * Spanish | |  | | --- | | **Valery Roth**Fashion Designer| val\_roth@gmail.com |  **Experience**Senior Designer — Year of Ours, Los Angeles, California2017–present  * Designed stylish items that enhanced the brand’s aesthetics. * Coordinated the whole design process, from market research to sketching the tone and outlook of the creation and delivering the final items.   **Key Achievement**  Designed a women’s spring collection, which received high praises from Vogue’s editorial team for its innovative reimagining of a vintage 60s style. The collection was a commercial success, with sales rising by 27% compared to the previous season. Associate Designer - Alala, New York, NY2014-2017  * Designed items for seasonal collections with an accent on style and fabric. * Enhanced commercial designs that highlighted the company’s conceptual direction and market strategy. * Implemented proactive methods for evaluating future customers’ needs.   **Key Achievement**  **Researched and implemented a new fabric blend for a women’s collection.** **Education** B.A. in Design  University of Southern California, Los Angeles, California  2010-2014 |