

# Silvia Scudella

Senior product Designer

31044 Montebelluna, Province of Treviso, Italy

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## Languages

English

## About

### BRANDS WORKED WITH

and Accesso (@Rubra S.r.l and Marco (pvt) LTD-Karachi

DIADORA SPA

Free Lance

Knitwear Datch, Dach

Lotto Sport Italia

Moncler

Siretessile

## Experience

### ● Senior Graphic Designer Apparel Designer Print Designer/ Writer

Free Lance | Jan 2022 - Now

I have had various experiences as a freelance designer for studios and companies operating in different fields: product, design, graphics, and communication. In the clothing sector, I mainly worked on outdoor collections for clients in China, Hong Kong, and Taiwan, which included the ideation of the project, fabric research, technical sheets, and accessory design. Furthermore, I collaborated with brands such as Diesel, Franklin and Marshal, and with Metodo Studio in Treviso for the creation of Dolce and Gabbana's furniture/home collection.



### ● Senior Apparel and Accessories Designer/ Print Designer/ Product Developer and Coordinator Style Department

Lotto Sport Italia | Sep 2010 - Jan 2022

With the style team, I am responsible for researching, designing, and coordinating the technical aspects of sportswear and leisure clothing lines. Additionally, I handle fast-fashion projects and those dedicated to the company's main testimonials, and I have provided support for the collaborations that the company has decided to undertake (Damir Doma - Rafael Kouto - Primark - Gaele...).I have also coordinated some campaign for Lotto Adv with KesselsKramer Agency in Amsterdam.

Specifically, my responsibilities include:

Researching trends through specific websites (WGSN), social networks, and travel

Finding fabrics, often directly from manufacturers in Asia and Europe or at trade fairs

Creating graphics and jacquard fabrics as well as designing product complements (zippers, elastics, buttons, etc...)

Creating sketches, prototype cards, and color variations

Passing models and details to the pattern maker and prototype maker.

Traveling to production sources to deliver new models, check first prototypes, approve graphics, and search for fabrics and accessories

Traveling to major clients to present the collection from a technical and style perspective and presenting to the commercial area and Italian and foreign clients at the company

Industrializing garments for sampling

Discussing product costs with production sources and product marketing

Collaborating with the communication office on texts during advertising campaigns and photo shoots.



### ● Senior Product Developer

Moncler | Jan 2008 - Jan 2010

As a Senior Product Developer for Moncler Enfant, I worked closely with the headquarters to receive the necessary information for the reinterpretation of a product similar to the adult lines but in smaller sizes for Moncler Enfant and Bébé. Within the company, I worked closely with pattern makers and prototype makers to create a perfect, high-quality product for children. During my time at Altana, I also provided my graphic

design and fashion design skills for Gucci Kids, Moschino Kids, and Pinko Girl licenses.

- **Product Developer**

Knitwear Datch, Dach | Nov 2007 - Sep 2008

Product Development Manager for Knitwear across all lines and Fashion Designer for Ninelives and Puebla. Accessory Designer for leather bags, belts, gloves, and various other accessories.

I worked for three months in Karachi, Pakistan at Rubra's (Maxco) company, where samples and production were developed. During these three months, I had the opportunity to enrich my knowledge in the field of product development and I was able to deepen my skills regarding fabrics, printing and embroidery techniques, washes, and various treatments. I honed my skills in interaction and collaboration with assembly line workers and learned a lot from them about how to address specific product-related issues, as well as how to optimize the timing in the creation of prototypes and samples. In Karachi, I coordinated a team of 5 people.

- **Apparel Product Developer and Designer**

and Accesso (@Rubra S.r.l and Marco (pvt) LTD-Karachi | Nov 2007 - Sep 2008

Product Development Manager for Knitwear across all lines and Fashion Designer for Ninelives and Puebla. Accessory Designer for leather bags, belts, gloves, and various other accessories.

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- **Home Textile Designer, Apparel Designer, Graphic Designer, Photographer**

Siretessile | Jan 2004 - Nov 2007

Product Designer of home linens, objects and clothing, destined for large retailers. create graphic, products, as well as photographs and texts in various languages to be included in catalogs, flyers, and leaflet. also design packaging and labels. Here, learned to manage various printing techniques and developed a quick method for constructing all-over prints and jacquard fabrics. Specifically, my responsibilities included: « Trend research, creation of color palettes and mood boards » Creation of print all-over and placed graphics) « Product design, color variations and technical specifications « Travel to Asia for product research and discussion of product costs « Travel to Europe for printing, dyeing, and weaving mills « Creation of packaging, labels, and flyers « Photography and rendering for inclusion in flyers and catalogs « Texts in various languages or catalogs flyers, or labels « Full creation of a Boy and Girl clothing line dedicated to large retailers = Creation of specific lines dedicated to specific brands (large retailers)

- **Assistant Apparel Product Developer and Assistant Apparel Designer**

DIADORA SPA | May 2001 - Dec 2003

I carried out tasks ranging from compiling technical sheets to designing products for the catalog, to selecting fabrics, colors, and yarns.

## Education & Training

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2017 - 2018

- **Veneto Formazione**

Graphic Design, Graphic Design

