



# Elizabeth Giraldo Botero

Dress and textiles historian | Fashion Designer

Glasgow, UK

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## Languages

Spanish (Native)

French (Basic)

English (Fluent)

## About

5 years of relevant experience in apparel design and product development, specializing in trends research and commercial design. Proven track record of successful product launches, on-time delivery, illustration, and Tech Packs. Expertise in managing fashion campaigns and styling. Excellent CAD skills, proficient in Adobe Photoshop and Illustrator.

### BRANDS WORKED WITH

Ellipse lingerie

Impar Calcetines

Universidad Pontificia Bolivariana

## Experience

### Creative Designer

Impar Calcetines | Feb 2020 - Sep 2021

- Work closely with designers and buyers to support the whole design process from planning new ranges through product selection.
- Staying up to date with trends, and actively researching the market.
- Ability to creatively adapt trends to commercially appeal to different customers profiles.

Assisted Design team in delivering Men's & Women's collections on time and within budget, resulting in +20% growth in sales.

- Delivered design projects on-time, on-budget & to a high standard; assisted design team in meeting deadlines & maintaining design materials.



### Communications Lead/

Ellipse lingerie | Feb 2019 - Feb 2020

- Worked with influencers suitable for the brand and ensured products were marketed following seasonal deadlines and important dates.
- Created illustrations and sketches for fashion & luxury markets.
- Organizational skills: coordinate and oversee product photoshoots and fashion marketing campaigns.



### Junior Designer/

Ellipse lingerie | Jun 2017 - Feb 2019

- Assisting the senior designer: researching the latest trends, building design mood boards, and creating sketches and technical illustrations.
- Attending bi-weekly fitting sessions with design and product development teams, paying special attention to detail and garments' construction.
- Presenting the collection to internal sales and marketing teams to fulfill their needs and following sales report weekly to ensure the product is on target for its market.
- Researching and designing new developments for collections and tracking the progress of samples, creating technical sheets for external suppliers.

### Creative Design and Fashion Illustration Tutor

Universidad Pontificia Bolivariana | Jan 2016 - Nov 2016

Volunteer job at my university

- Assisted the professor with class activities & helping students with their assignments keeping track of their progress and identifying new learning opportunities.
- Wrote monthly reports about the development of the class and pinpointed weaknesses and strengths of the program.

## Education & Training

2021 - 2022

### University of Glasgow

Masters degree , Dress and textile histories

2012 - 2017

● **Universidad Pontificia Bolivariana**

Bachelors , Fashion designer