



Deborah Mazza

Bags, Footwear, and Small Accessories Designer | Fashion Graphic Designer

Buenos Aires, Argentina

[Portfolio link](#)

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Links

[Website](#) [LinkedIn](#)

Languages

English (Fluent)

Spanish (Native)

About

I'm a Textile and Apparel Designer with extensive experience and interest in handbags, footwear, and small leather goods design.

I have additional editorial, media, and brand image skills thanks to a genuine passion for creating meaningful and attractive brand communicational content. My preference for fashion and a passion for photography allowed me to internalize myself in analyzing trends, designing fashion accessories collections, and producing content for social media.

I have an excellent knowledge of graphic design tools and an excellent command of English, as I'm a native Spanish speaker.

BRANDS WORKED WITH

Blue Star Group (Todomoda, Isadora)

Lacoste

Pasotti

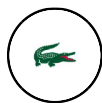
PRÜNE

Prushka Carteras

Viru

Experience

- Freelance Bags, Footwear, and Small Accessories Designer | Fashion Graphic Designer**
 | Jan 2021 - Now
 Freelance Bags, Footwear, and Small Accessories Designer
- Fashion Trend Hunter - Head Accessories Division - Temporary | Contract**
 Blue Star Group (Todomoda, Isadora) | Jun 2022 - Dec 2022
 - . Design of presentations and competitor reports advising on future trends and key product direction on hair and textile accessories, bijou, and bags.
 - . Creation of inspirational mood boards and contribution of new ideas in line with the brand every two months.
 - . Proposal of capsules and license collections for every season with the design team.
 - . Creation of the color palette for every season, capsule, and license collection.
- Handbags and Small Leather Goods Designer**
 PRÜNE | Aug 2019 - Mar 2021
 - . Research of trends.
 - . Proposals of new product developments and brand name hardware.
 - . Handbags and small leather goods design, development of technical sheets.
 - . Contact the prototype maker to carry out the designs.
 - . Follow up the design and development processes in Excel sheets.
 - . Commercial relationship with Management and Planning for the approval of the designs.
 - . Participation in the product approval meetings of the developments in charge.
 - . Collaboration in the design and development of textures and colors.
- Freelance Production Assistant - Temporary | Contract**
 Lacoste | Sep 2018 - Sep 2018
 - . Development of collection maps (forecast) for buyers in Argentina.
 - . Development of technical sheets.
- Men's Accessories and Footwear Designer**
 Pasotti | Nov 2017 - May 2019
 - . Senior design and production of men's leather goods.
 - . Assistant design and development of men's shoes.
 - . Development of collection, research of trends, definition of color



palette, and key items.

- . Selection of functional and aesthetic materials, plus finishes for manufacture.

- . Development of brand-name hardware.

- . Development of technical sheets for workshops and shoe plants.

- . Contact with factory and workshops.

- . Product photography.

- . Making of wholesale catalog.

- . Design and delivery of wholesale newsletter with impact tracking.

- . Design and development of packaging and commercial cards.

- . Collaboration in the presentation of the collections to possible buyers in

Sheraton Hotel - Efica Fairs (Chamber of the National Footwear Industry).

● **Handbags and Footwear Designer**

Viru | Nov 2017 - May 2019

- . Senior design and production of women's leather handbags and footwear.

- . Development of collection, research of trends, definition of color palette, and key items.

- . Design of textile and leather prints.

- . Selection of functional and aesthetic materials, plus finishes for manufacture.

- . Development of brand-name hardware.

- . Development of technical sheets for workshops and shoe plants.

- . Supply of raw materials: calculation and purchase of necessary supplies.

- . Approval of samples and finished products.

- . Contact with factory and workshops.

- . Commercial relationship and negotiation with suppliers.

- . Product photography.

- . Making of wholesale catalog.

- . Design and delivery of wholesale newsletter with impact tracking.

- . Design and development of packaging and commercial cards.

- . Collaboration in the presentation of the collections to possible buyers in

Sheraton Hotel - Efica Fairs (Chamber of the National Footwear Industry).

● **Founding partner/ Creative Director in Independent Brand of Leather Goods**

Prushka Carteras | Aug 2011 - Aug 2017

- . Design, development, and production of women's leather goods.

Education & Training

2007 - 2011

● **Universidad de Palermo**

Textile and Apparel Design,