

María Lucía Castro

Women's Leather Goods Designer

📍 Cali, Valle del Cauca, Colombia

[Portfolio link](#)

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

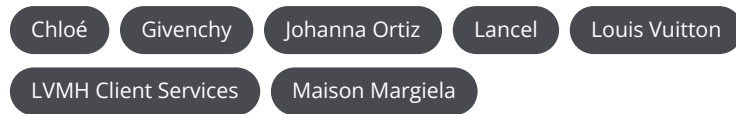
Spanish (Native)

English (Fluent)

French (Work Proficiency)

About

BRANDS WORKED WITH



Experience



● Head Designer Accessories

Johanna Ortiz | Apr 2022 -

● Junior designer leather goods

Lancel | Oct 2021 - Feb 2022

● Client Advisor LOEWE

LVMH Client Services | May 2021 - Sep 2021



● Graphic Designer

Maison Margiela | Mar 2021 - Mar 2021

Freelance Graphic Designer



● Junior Designer - Women's Leather Goods

Givenchy | Feb 2020 - Sep 2020



● Intern

Givenchy | Sep 2019 - Feb 2020

Women's Leather Goods Design Intern



● Chloe x IFM Collaboration

Chloé | Nov 2018 - May 2019

Following the brief, "While keeping the identity of Chloé bags, design options of day bags with new signatures" Come up with a concept, expand it in three lines highlighting the specific features in a "key item". Following a presentation to a brand representative, develop a selected design through a technical file, pattern and a mockup. Overview the production of the selected bag prototype.



● Louis Vuitton x IFM Collaboration

Louis Vuitton | Jan 2018 - May 2019

Following the brief, "Design a new signed & identifiable heel keeping the height and shape of the silhouette ankle boot." Come up with a concept, expand it in three lines highlighting the specific features in a "key item". Following a presentation to a brand representative develop a selected design through a technical file, pattern and a mockup. Overview the production of the selected shoes prototype.



● Graphic Designer

Johanna Ortiz | Jan 2016 - Jul 2018

- Design all visual communication for the brand.
- Collaborate with the Creative Director and the Design Team in the development of collection presentations, sketches for media, mood boards and capsule collection proposals for key customers to support their creative process.
- Assist during Photoshoot sessions for look books and media communication, editing the final images, creating props and backings for the set.

- Collaborate with the Creative Director in the development and production of decorative items for special events such as giveaways, bridal experiences, dinner settings and sales events.
- Collaborate in the print design for collection textiles, with the technical process, creating color repeat and arrangement variations as per the needs of the collection and the product.

Mostrar menos



● **Intern**

Johanna Ortiz | Aug 2015 - Dec 2015

Education & Training

2018 - 2019 ● **Institut Français de la Mode**
Master's degree,

1996 - 2011 ● **Colegio Colombo Británico, Cali**
High School,