

632 Manhattan Avenue #3L
Brooklyn NY 11222

maggiellanca@gmail.com
www.maggiellanca.com
T. 716 474 8027

MAGGIE BELLANCA

SKILLS

- Illustrator, In Design, Photoshop
- Paint (gouache, watercolor, acrylic), drawing, marker
- Basic sewing
- Pattern/construction knowledge
- Silk screening
- Mac and PC efficient
- Storyboarding
- Word, Power Point, Excel, Quickbooks
- Scanning and printing

EDUCATION

Pratt Institute 2002-2006
Bachelor of Fine Arts, Communications Design, Illustration New York
• Graduated with honors

EXPERIENCE

J. Crew February 2011-current
Assistant Designer (accessories) Freelance

- Assisted in design of spring 2012 collection handbags
- Prepared presentation boards for hats and handbags
- Assigned d numbers, specifying color ways/fabrications per style
- Matching trim, zipper and thread colors for samples
- Assigned leather color and print names, prepared color and print memos for factory
- Preparing design cards
- Prepared embroidery developments for collection bags, maintaining communication with factory on development
- Researched current handbags, hats, embroidery

Victoria's Secret December 2010
Assistant Designer Freelance

- Assisted both concept design team and color/print team to prepare for seasonal presentation
- Researched inspiration images for power point presentation
- Assisting in photo shoot, purchasing jewelry for styling looks
- Assembling mood boards
- Naming new colors and preparing color chips
- Preparing print packages to be sent to factories

Ann Caruso December 2010
Illustrator Freelance

- Drew approximately forty fashion illustrations in pencil for a developing clothing line
- Composed pdf book for presentation to client

Naeem Khan July 2009-Mid August 2010
Assistant Designer New York

- Worked with designer on high end RTW/evening wear, shoes, handbags and HSN line
- Responsible for sourcing/purchasing materials and fabrics, developing new contacts
- Designed embroidery artwork and worked with embroidery factories in India
- Coordinated in house sample room to make finished garments
- Worked with designer and stylist to create finished looks for runway

- Developed inspiration boards for upcoming seasons, drawing finished sketches for design reference
- Helped produce fashion presentations and runway shows from charity events to Bryant Park/Lincoln Center (coordinating hair/make-up/nails/model casting/photo/video)
- Worked with HSN and vendor to assure design maintained from sample to production
- Assisted in pricing and production fittings
- Worked with personal clients and VIP orders
- Coordinated sample requests and returns with PR
- Organized photo shoots for look book, Designed digital look book for print and web use
- Designed print ads, press kits, HSN woven labels, hangtags, zipper pulls, logo
- Worked with web designer to manage and update website, oversaw re-design of site
- Managed interns, general office needs and personal scheduling

Ranjana Khan
Assistant

March 2009-July 2009
 New York

- Assisted with production and development of jewelry and RTW line
- Sourced and purchased materials for sampling/production
- Designed jewelry layouts and created sample developments
- Organized and placed orders, assisted shipping and invoicing stores
- Photographed the product and designed finished line sheets for buyers
- Designed press kit

Phoenix Hand Embroidery
Production/Account Manager

January 2008-July 2009
 New York

- Managed embroidery accounts with J. Crew, Lanvin, Zac Posen, Diana Broussard, Balmain, Tom Scheerer, J. Mendel
- Worked with embroidery factory in India and client to produce embroideries for shoes, garments, jewelry, accessories, and home furnishings
- Worked from designer in sample making to production for wholesale
- Operated as vendor, packaging product, shipping to warehouse
- Organized time and action charts to maintain deliveries and update the client
- Other responsibilities included: sourcing and ordering materials, developing new embroidery swatches, product pricing, arranging product testing, overseas shipping, quality control, invoicing, working overseas with clients' other vendors

Additional Freelance Experience

- Gyro Worldwide, March 2007: developed illustrations for Camel cigarettes artists' packs
- Pratt Design Incubator, January 2007: worked on design layout for Mayor's project proposal
- Playgirl Magazine, August 2006: two, four color banner illustrations
- Margarita Grille, May 2005: logo design

References available upon request