



# Shana E Salentine

**Fashion Designer who approaches design with a strong creative, eco-friendly, and business mindset**

## EXPERIENCE

### **Bella Dahl** - Assistant Designer

SPRING 2021 - PRESENT

Los Angeles, CA

- Collaborate with the design team to develop and produce cohesive collections for our Women's Sportswear and Soft Structure lines (12 deliveries/ year)
- Illustrate Adobe CADs and create Linesheets for all Bella Dahl collections
- Research color, wash, and dye trends and create inspiration boards
- Send out laps dip requests to local laundry houses that align with our color direction and comment/ approve lab dips
- Research and create trend boards and design into Sportswear category
- Assist in fittings, take fit notes, and communicate fit changes with patternmakers
- Input styles, fabrics, colors, and prices into AIMS 360 (ERP Apparel software)
- Build cost sheets and BOMs in AIMS 360
- Input prices into Joor (wholesale management platform)
- Create and revise sale's InDesign Linebooks and send out sale's memos
- Create color, print, and fabric Excel charts
- Generate commercial invoices for international sample shipments
- Create style direction for Linebook photoshoots and assist with creative direction at photoshoots
- Communicate with overseas factories and vendors
- Attend local fabric shows including: LA Textile and Preface LA

### **Toad & Co** - Fashion Design Intern

Fall 2020 - SPRING 2021

Santa Barbara, CA

- Updated Line List and asset management within Gerber PLM System
- Edited CADs and placed prints in Adobe Illustrator
- Prepared 110 F21 Seasonal Swatch Books for Go To Market
- Assisted with lab dips approvals and organized color cards
- Produced inspirational tears for print and color trend research

### **Fung Group** - Fashion Design Intern

Summer 2019

New York, NY

- Assisted design and product development team in trend market research, editing flats, placing prints, and developing product Linesheets in Adobe Illustrator
- Created merchandising excel sheets and kept track of samples
- Attended New York Kingpins Denim Show and Première Vision New York

### **Anine Bing** - Fashion Design Intern

Summer 2018

Los Angeles, CA

- Designed and created flats, graphics, and prints in Adobe Illustrator
- Created button and label tech packs
- Researched fabrics and trends for design team

## EDUCATION

### **Marist College**

2016 - 2020

Poughkeepsie, NY

- Bachelor of Fine Arts in Fashion Design, Magna Cum Laude double minor in Business and Fashion Merchandising
- Awarded Presidential Scholarship and Dean's List all 4 years

### **Mod'Spe**

August - December 2018

Paris, France

- Fashion Business school
- Attended Première Vision Paris, Texworld Paris, and Who's Next Paris trade shows

## SKILLS

### **Apparel Design**

- Sketching
- Making and manipulating patterns
- Garment Construction
- Industry standard sewing and tailoring techniques
- Product Development

### **Digital**

- Adobe: Illustrator, Photoshop, InDesign, and Fresco
- Product Lifestyle Management: Gerber
- ERP Apparel software: AIMS 360
- B2B wholesale management platform: Joor
- Microsoft: Outlook, Excel, Teams, Word, and Powerpoint



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