

# CHOLE BERNALES

WWW.CHOLEBERNALES.COM

(917) 815 1258

BERNALES.CHOLE@GMAIL.COM

WWW.LINKEDIN.COM/IN/CHOLEBERNALES

Apparel design professional with 11 years of industry experience in cut and sew knit and woven sportswear. Demonstrated history of applying technical, creative, and interpersonal skills to deliver successful apparel product categories. Expert level understanding of Adobe Creative Programs, CLO 3D, and PLM.

## EXPERIENCE:

### DELTA GALIL - DESIGNER

03/2025 - PRESENT

NEW YORK, NY

- Lead design of women's sleep and loungewear for Tommy Hilfiger and Splendid
- Design off-price collections for Nordstrom Rack, Ross, Burlington, Bloomingdale's Outlet
- Manage Assistant Designer and oversee design execution
- Research trends in apparel, fabric, and trims
- Present seasonal lines to cross-functional teams, leadership, and buyers

### DESIGNER - FREELANCE

01/2024 - 03/2025

#### • TALBOTS

#### • LUCKY BRAND

#### • THE GOLDEN TOUCH GROUP

- Design and development of apparel collections according to merchandising requirements and market alignment
- Capture all product information in PLM
- Execute tech packs for product assortment

### JOE FRESH - DESIGNER, CUT AND SEW

04/2019 - 01/2024

NEW YORK, NY

- Lead and designed brand's lifestyle cut and sew product, and managed end-to-end design process, from concept to delivery.
- Piloted company adoption of CLO 3D design program
- Management of assistant designer
- Market research of key trends in apparel, fabric, and trim where applicable to customer
- Modernized core programs through updated silhouettes, color palettes, and sustainable fabrications
- Collaborated in on-model fittings with technical design partners
- Designed and collaborated with influencers on capsule collections
- Effectively presented product line to cross functional partners and upper management

### CROOKS & CASTLES - DESIGNER, STREETWEAR

MONTREAL, QC

07/2018 - 04/2019

- Created seasonal concept, color, print, and fabric, direction for women's line across apparel, and accessories
- Designed exclusive product lines in collaboration with specific retailers for Men's, and Women's
- Produced hand sketches and technical flat illustrations
- Created apparel graphics, embroideries, and prints
- Managed communication with overseas vendors to ensure deliverables were submitted according to corporate calendar and original design

### MILES BABY - DESIGNER, KIDS & BABY

12/2017 - 07/2018

MONTREAL, QC

- Created seasonal concept, color, print, and fabric, direction for girls, boys, and baby
- Created tech packs and technical sketches
- Coordinated and approved lab dips, trims, and bulk fabric submissions
- Developed apparel graphics, and prints

### RD INTERNATIONAL - DESIGNER, KNITS & SWEATERS

09/2016 - 12/2017

MONTREAL, QC

- Developed women's cut & sew, and sweater assortment
- Assembled tech packs and technical sketches
- Coordinated and approved lab dips, and bulk fabric submissions
- Developed apparel graphics, prints, and stitch layouts

## PROFICIENT IN:

### CLO 3D:

3D sketching, 3D rendering, 3D patternmaking

### Adobe Creative Suite:

Illustrator, Photoshop, Indesign, Bridge

### PLM:

Create/ Revise Styles/ Tech Packs/ BOMS

### Microsoft Office:

Word, Excel, Publisher, Powerpoint

## EDUCATION:

FIDM - FASHION  
INSTITUTE OF DESIGN  
AND MERCHANDISING  
Los Angeles, CA

Associate of Arts: Fashion  
Design

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## EXPERIENCE:

### KELLWOOD - ASSOCIATE DESIGNER, CONTRACT

05/2016 - 09/2016

LOS ANGELES, CA

- Supported design of girl's assortment
- Developed tech packs and technical sketches
- Captured all product information in pdm

### JUICY COUTURE - ASSISTANT DESIGNER, CONTRACT

11/2015 - 05/2016

LOS ANGELES, CA

- Assisted in concept development for women's assortment
- Supported design in all departments (Knits, Wovens, Juniors, Denim, Accessories)
- Created design and color packages used in product line exclusive to Bloomingdales
- Researched key trends in fabric, silhouette, and color where applicable to the seasonal concept

## PROFICIENT IN:

### CLO 3D:

3D sketching, 3D rendering,  
3D patternmaking

### Adobe Creative Suite:

Illustrator, Photoshop,  
Indesign, Bridge

### PLM:

Create/ Revise Styles/ Tech  
Packs/ BOMS

### Microsoft Office:

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