



# CHOLE BERNALES

WWW.CHOLEBERNALES.COM

(917) 815 1258

BERNALES.CHOLE@GMAIL.COM

WWW.LINKEDIN.COM/IN/CHOLEBERNALES

Apparel design professional with 8 years of industry experience in 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:

### JOE FRESH - SENIOR DESIGNER, CUT AND SEW NEW YORK, NY

04/2019 - PRESENT

- Lead and design brand's lifestyle cut and sew product, and manage end-to-end design process, from conceptualization to delivery.
- Piloting 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
- Partnership with cross-functional teams to execute product that meets calendar goals, and margin standards
- Collaborating in on-model fittings with technical design partners
- Designing and collaborating with influencers on capsule collections

### CROOKS & CASTLES - DESIGNER, STREETWEAR MONTREAL, QC

07/2018 - 04/2019

- Developed 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 MONTREAL, QC

12/2017 - 07/2018

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

### RD INTERNATIONAL - DESIGNER, KNITS & SWEATERS MONTREAL, QC

09/2016 - 12/2017

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

### KELLWOOD - ASSOCIATE DESIGNER, CONTRACT LOS ANGELES, CA

05/2016 - 09/2016

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

### JUICY COUTURE - ASSISTANT DESIGNER, CONTRACT LOS ANGELES, CA

11/2015 - 05/2016

- 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
- Sketched by hand and on Adobe Illustrator

## 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