

JO-EL CASASNOVAS

SENIOR DESIGNER/MERCHANDISING LEADER

CONTACT

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SKILLS

Print design

Adobe creative suite

Brand identity

Teamwork and collaboration

Problem-solving abilities

Multitasking Abilities

Attention to detail

Organizational skills

Creative and artistic

PUBLICATIONS

- Featured in MunaLuchi Bride magazine for July 2017
- The swim journal July 2018 reebok lifestyle, Longitude
- The swim journal July 2019 reebok lifestyle pg.3, Longitude pg4
- The swim journal Oct 2018 reebok sport fashion pg 3, Longitude pg 4
- The swim journal July 2017 Longitude pg3
- The swim journal July 2016 Longitude pg3
- The swim journal sep/oct 2015 Longitude

Highly skilled design professional ready to lead creative teams. Adept at conceptualizing and executing innovative design solutions, driving brand identity, and enhancing user experience. Strong focus on collaboration, adaptability, and achieving measurable results. Known for reliability and ability to thrive in dynamic environments, with expertise in design software, project management, and team leadership.

WORK HISTORY

January 2015 - Current

Creative Director *TheBridalPrince LTD.*, Jersey City, NJ

- I have been creating my own clientele since i was in high school and college. I made it official in 2015 by obtaining my LLC the name of my company "TheBridalPrince". helped me used all the knowledge i received in high school, college and Birnbaum and Bullock to let my creative vision run wild and establish my own private clientele.
- Sketch all designs
- Research and source all materials from fabrics to trims.
- Draped and created all patterns
- All fittings from muslin stage to final gown product.
- Sewed all garments
- Alterations specialist
- Managed multiple projects simultaneously while maintaining strict attention to detail and adherence to deadlines.

September 2014 - Current

Senior Designer *Swim USA*, New York, NY

- Lead designer for Heritage brands under Mimi Flamingo - Longitude, Shape Solver Sport and Shape Solver Also have design Sail Away, Reebok's Sport fashion, lifestyle & men's swim divisions also co design for Snookini & Beach Betty. i have done collaborations with Champion mens swim and Sport illustrated mens.
- Streamlined design processes for greater efficiency, resulting in faster project completion times.
- Work closely with Merchandisers on direction/ new silhouettes for upcoming seasons. Approved prints for color, placement and repeat. Oversea fittings for all my accounts from design development to production. Design SME on PLM systems for the company.
- Wrote training manual for design and also roles and responsibilities and played a part on workflow. Onboard designers from old Blue Cherry PLM system to YPLM system.
- Trained new designers on YPLM and workflow. Supervised a sample room staff of sewers and cutters on daily workday duties to administrative needs. Oversea salesman samples and design samples for merchandising team. Travel overseas for trends research on all brands. Cad sketches and create line sheets, mood boards and color

direction for upcoming season. Approve lab dips and strike offs
Approve print layouts before engravings.

- Incorporated design changes based on feedback from project teams.

May 1997 - September 2014

Intern to Assistant Production manager *Birnbaum & Bullock LTD.*, New York, NY

- Oversea sample floor and sample hands. Help in pattern making from development stage to production alterations for clientele help create and adjust patterns for brides based on their measurements. help created muslin for fittings for in-house and store clients.
- Supported staff members in their daily tasks, reducing workload burden and allowing for increased focus on higher-priority assignments.
- Help create embroidery artwork for overseas keep inventory of all trims and notions and fabrics.
- Help assist cutters on daily work load in cutting gowns.
- Assisted in bridal market twice a year with set up and break down and help dress models.
- Made sure new collection was created based on designers vision.
- Gained valuable experience working within a specific industry, applying learned concepts directly into relevant work situations.

EDUCATION

High school diploma Specialized High School
High School of Fashion Industries, New York, NY

AAS & BFA Fashion Design
Fashion Institute of Technology, New York, NY