

Ruben Orellana

Storgatan 15A
411 24 Göteborg
SWEDEN
Mobile: +46 (0)76 126 83 36
rubenorell@gmail.com
<https://se.linkedin.com/in/ruben-orellana>

Professional profile

A positive, proactive and dynamic professional, with a highly successful career in fashion design, menswear apparel, creative and strategic product development and brand creation, as well as trend research and implementation. I am able to combine an effective commercial approach with creative, customer-focused thinking. I have a proven ability to develop innovative, commercial work whilst driving brand/ product awareness, customer satisfaction and most important financial growth.

Work Experience

Sep. 2019 – Jan. 2020

WOA LTD – Walking on Air

Designer/ Consultant

- Responsible for all aspects of the brand creation, such as image, personality and other key brand characteristics.
- Managing the product design whilst supporting the manufacturing team in order to deliver a high quality product.

May 2019 – Aug. 2019

InterSport AB

Senior Designer

- Responsible for women's, men's sportswear and children's sportswear
- Managed market research and trends in order to define seasonal looks for the full apparel range
- Managed and communicated the collection's concept whilst managing the relation with Pattern cutters manufacturers and other stakeholders.

June 2012 – Dec. 2018

MQ Retail AB www.mq.se

Senior Designer

MQ with 120 stores across Sweden has internal brands where I was responsible for 2 brands for 6 years.

Responsible for **Dobber** 3 years, **Bondelid** 3 years, **Emilio** 5 years, and started a new brand **Visual Clothing Project** 1 year.

Full concept brands at mid-market price. 200 plus articles / year per brand.

As a senior designer I was entirely responsible for all aspects of the brand, such as creative, design and visual.

The team consisted of Product Manager and Assistants, Design Assistant, Graphic Designer, Pattern Designer and a Controller / Planner.

My assignments

- The creative responsibility for commercial and coordinated collections, in both vision, design and expression.
- Identify, analyze, trends and themes for each brand.
- Responsible for all seasonal fabric, design, concept and colour direction.
- Create flat sketches techpack, product details.
- Attend various trade shows and competitive shopping and trend trips overseas.
- Travel overseas to visit factories
- Get info weekly sale list, analyze, take action.
- Attending and actively participating in fittings
- Lead assistant designers, Graphic designer in adjusting to changing priorities and developed their skills.
- I presented the collection to the marketing department, PR for campaign work and to the visual team to get the garments merchandise with the creative direction and look properly

March 2008 – June 2012

JC Jeans Company

Senior Designer

- Managed and designed the Size 8 Needle and Marwin, Menswear (www.jc.se)
- Managed and designed the JC- Menswear

Jan 2007 – March 2008

Brothers

Design assistant

- Assisted the designers team with research in areas such as new materials, colors, fitting, trends, sizing tech-pack and accessories.
- Designed directional and all-over print in order to give the collection a unique selling point, as well as making sure that it was on-trend and fresh

March 2004- Dec. 2006

KappAhl

Design assistant for 6 months, at women & menswear department. From October 2004 menswear department. From January 2006 I have been designer of jersey & knit
www.kappahl.com

Jun 1999- Jul 1999

Valerie Campbell

Freelance designer

- Designed and Created Valerie's own label launched during the autumn/winter Fashion Week 1999
- Responsible for design, pattern cutting, fabric selection and quality control.

Jul 1998 – Dec 1998

Reggie & Co.

Pattern cutting

- Responsible for pattern cutting in order to deliver key pieces for the collection.
- Coordinated and participated in the fitting process whilst managing the changes required for the production

Education

Aug 2020 – May 2022

MedieInstitutet

Digital Content Designer

Digital Graphic design, Motion design, app design, UI.

Nov 2020 – Jul 2021

Borås Yrkershögskola

3D Garment technical designer, CLO3D (Marvelous design)

Digital fashion, 3D fashion visualisation, Techpack in Clo-set, Redering, Lightnig teqniques, Character animations with Mixamo

Sep 2002 – Dec 2002

Gothenburg's University

Pattern cutting course advanced level 10p.

Oct 1996 – Jun 1999

University of the Arts London

London College of Fashion

Bachelor's degree

BA (hons) Fashion Design Technology:

Womenswear.

Sep 1992 – Jun 1994

Accademia Italiana Arte Moda & Design (Italy)

Design, Fashion illustration
and pattern cutting

Jan 1992 – Jun 1992

Teko center

Tailoring

Languages

Swedish, Spanish, English and Italian

Software knowledge

Adobe Photoshop, Illustrator, Indesign, XD, After Effects,
Microsoft Office, Word, PowerPoint, Outlook, PLM.
CLO3D, Marvelous Designer.

Interest and Activities

The Arts, Fashion, Music, Technology, Cinema, Social Medias and Sport & Fitness