ANETT PACHECO

FOOTWEAR DESIGNER

ABOUT ME

I'm an industrial designer passionate about footwear. I believe that the fashion industry can be sustainable and that as a designer, making the right decisions is the way to go to make an impact on our future.

SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe Premier
- Adobe Lightroom
- Microsoft Office
- Google Suite
- 3DS Max + Vray

- Organized
- Responsible
- Diligent
- Objective
- Fast learner
- Efficient
- Fluent in English, Spanish and Portuguese

CONTACT ME

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anettpachecoruiz@gmail.com
www.aniafootwear.com
Linkedin: anettpacheco
Instagram: aniafootwear

ACHIEVEMENTS

- ANIA Footwear launching in March 2021.

- Rainforest Protection Certificate for joining the Sustainable Fashion Innovation Society in October 2021.

EXPERIENCE

CREATIVE DIRECTOR/ENTREPRENEUR

ANIA Footwear
November 2020 - Present

- Creating collection of women's shoes
- Making custom design, made to measure, bridal footwear.
- Coordinating production, sample making, product testing, budgeting, costs, material research.
- Marketing and promotion.

OUTPOST MANUFACTURING

Graphic Designer
August - December 2019

- Color testing and matching, printing, pattern making, graphic design for apparel.

FREELANCER

Industrial designer
August 2018 - Present

- 3D modeling and rendering for interior design.
- Point of Purchase, product display and promotional design.
-Women's shoe design

EDUCATION

FIT X YELLOWBRICK

Footwear Business Foundations - December 2022 - Present

- Footwear Entrepreneurship and Intrapreneurship
- Managing Footwear Production
- Branding and Marketing Strategies

ITESO

Course. Trend Analysis for design, innovation and business projection. September - December 2018

- Trends and waves of fashion
- Trend analysis
- Business plan and strategies

UNIVERSIDAD DE GUADALAJARA

Industrial Design
January 2013 - January 2018

- Bachelor's degree with specialization in Consumer Goods.