

ANETT PACHECO

FOOTWEAR DESIGNER

ABOUT ME

Industrial designer with experience in footwear design and design of displays and point of purchase products. Excellent reputation for solving problems, improving customer satisfaction, and implementing operational improvements in the administrative environment. I have a leadership personality, an entrepreneur and courageous spirit and easygoing working style and love working in teams.

I launched my brand ANIA Footwear in 2020 and started an online store through Shopify and Etsy Shop, and the trademark registration under the USPTO.

Currently looking to add value and apply my knowledge and skills into a position that will allow me to demonstrate my abilities and let me grow with the team.

CONTACT ME

626.501.7622

anettpachecoruiz@gmail.com

www.aniafootwear.com

LinkedIn: anettpacheco

Instagram: aniafootwear

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

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

I achieved the creation of a footwear brand made of sustainable materials with the mission of raising consumer awareness about the practices of fashion production in the market. I designed 3 footwear collections for different seasons, with a collection on the market, on Shopify and Etsy. I was able to establish a relationship with suppliers of "bio-materials" in order to guarantee an affordable price for the product to the final consumer, as well as with logistics companies. I worked on social media content with different platforms and design programs to be able to make marketing campaigns and attract consumers to the brand.

OUTPOST MANUFACTURING

Graphic Designer

August - December 2019

I managed to print over 50 fabric printing projects for clients in both the Los Angeles area and New York, for promotional events or family events. I also worked on the re-launch of the LBZ brand, with design and creation of clothing patterns such as jerseys, t-shirts and caps, as well as printing promotional items for the Santa Anita Race Track.

FREELANCER

Industrial designer

August 2018 - Present

I worked with various advertising and marketing agencies in the design and manufacture of promotional items such as stands, barista carts, trays, banners, etc. for the promotion of brands such as Jimador, Tequila Espolon, Hersheys, as well as local restaurants in Guadalajara, Mexico; as well as interior renderings for projects of an architecture firm in Arcadia, California.

EDUCATION

FIT X YELLOWBRICK

Footwear Business Foundations

December 2021 - September 2022

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

ITESO

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

Bachelor's Degree Industrial Design

January 2013 - January 2018

- Bachelor's degree with specialization in Soft Goods