

Portfolio

Website: <https://pagelucky.com/>

Experience

12/2024 – Present

Fashion Design Assistant, Paula Varsalona Limited – New York, NY

- Operate industrial sewing machines as needed to support ongoing garment production
- Attend fittings and design meetings to take detailed notes and track all necessary adjustments
- Assist with pattern drafting, modifications, and organization of existing patterns
- Perform intricate handwork, including basting, beading, appliqué, embroidery, lace caging, hot-fix crystal embellishments, mask and headpiece creation, and various hem finishings
- Ensuring dresses are properly prepped for fittings, presentations, or clients
- Preparing the showroom for client visits

07/2020 – Present

Head Fashion Designer, Page Lucky Designs – New York, NY

- Design custom fashion pieces, including sketches and product concepts, to enhance clients' branding and social image for special events
- Source and analyze fabrics, trims, and notions for both sample production and final garment creation
- Execute draping and pattern-making techniques to ensure a precise fit tailored to each client's preferences
- Conduct client measurements, fittings, and necessary adjustments before final garment production
- Stay ahead of industry trends through market research using Google Trends, WGSN, and SEO platforms to inform design decisions

09/2014 – 04/2015

SEO Manager Necessary Clothing – New York, NY

- Implemented and optimized all on-site SEO strategies to enhance search visibility and performance
- Created compelling product descriptions and executed effective merchandising strategies
- Managed product uploads and inventory updates using VRP software
- Developed and maintained affiliate partnerships to drive revenue growth
- Planned and created engaging blog content to support brand awareness and SEO efforts
- Wrote and published press releases to secure media coverage and brand visibility
- Conducted in-depth reporting and analysis for Google Ads, Google Analytics, and Google Search Console
- Utilized Photoshop for image editing and cleanup, and content optimization

08/2008 – 05/2011

Assistant Fashion Designer (Off Campus Group), University of Wyoming – Laramie, Wyoming

- Collaborated with head designer to sew full period costumes to buildout historical garment catalogue for future theater productions
- Identified historical costume era gaps from pre-existing garment catalogue for future quarterly garment construction planning
- Managed costume cleaning, storage, and reference cataloguing of all costumes
- Collaborated with professors and alumni to streamline costume construction gap needs with expected future productions where possible

01/2006 – 04/2008

Costumer (Main Theater), University of Wyoming – Laramie, Wyoming

- Constructed muslin samples and final costumes following drafted patterns created by the head fashion designer for theater actors and guest performers
- Resolved fitting issues using actors' sample garments with alterations prior to designing final apparel garment

- Researched period accuracy sewing techniques for concept development using accurate clothing styles, accessories, and footwear to match director’s desired theme, era, and affect
- Organized costumes and managed costume cleaning and storage by era, garment function, and correct cataloguing for future use

Skills

- Adobe Photoshop
 - Fashion Draping
 - Consumer Textiles
 - Product Development
- Adobe Illustrator
 - Pattern Making
 - Apparel Styling
 - Industrial Machine Operator
- Fashion Illustration
 - Alterations & Fittings
 - Concept Development
 - Branding
- Graphic Design
 - Machine Embroidery
 - Sketching & Drawing
 - SEO

Education

Graduating 2025	Fashion Design AAS , Fashion Institute of Technology – New York, NY
2019	Front-End Web Development , General Assembly – New York, NY
2019	JavaScript & jQuery , General Assembly – New York, NY
2013	Italian Summer Intensive , Middlebury College – Middlebury, VT
2010	German Summer Intensive , Middlebury College – Middlebury, VT
	Bachelor’s of Arts Sciences , University of Wyoming – Laramie, WY

Certifications

Title:	Certification Issuer:	Title:	Certification Issuer:
Photoshop for Fashion Design: The Basics	LinkedIn	Professional Scrum Master (PSM I)	Scrum.org
Introduction to Social Media Marketing	Coursera	SEO: Keyword Strategy	LinkedIn
Social Media Management	Coursera	SEO: Videos	LinkedIn
Jira Fundamentals	Atlassian	SEO: Link Building	LinkedIn
CSS Essential Training	LinkedIn	SEO Foundations	LinkedIn
HTML Essential Training	LinkedIn	Writing Headlines	LinkedIn
Web Development: Full Stack and Front End	LinkedIn	Grammar Foundations	LinkedIn
Introduction to CSS	LinkedIn	Advanced Grammar	LinkedIn
Jewelry Essentials	GIA (Gemological Institute of America)	Colored Stone Essentials	GIA (Gemological Institute of America)
Applied Jewelry Professional	GIA (Gemological Institute of America)	Diamond Essentials	GIA (Gemological Institute of America)

Languages

English (fluent)	Italian (conversational)	German (beginner)
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My Sewing Machines

Juki 8700 Industrial	Bernette b79 Embroidery	Babylock Imagine Serger	Brother SE1900 Embroidery
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