

ALICIA CAO GUARIDO

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EXPERIENCE

2022 - Present

FASHION ENTER LTD - London, UK

Gerber pattern cutter and Optitex 3D Modelist

- Creation of 2D patterns and 3D samples of multiple product categories, mainly women's woven
- Solving with creativity complex proposed designs by draping, manual or digital pattern cutting
- Working with front sheets, measurement lists and ensuring correct grading working closely with the garment technologist
- Consistent communication with production team to ensure high-quality finish
- Pattern making of approx. 8 garments per week, for Factory customers such as Asos, Simply B or Very Group
- Personalized attention to Fashion Studio designers, making patterns for garments with high-end finishes

2021 - 2022

NICHOLAS OAKWELL HOLDINGS LTD - London, UK

Pattern cutter, creative tailor, and couture dressmaker

- Creation and amendment of patterns and blocks for women's and men's styles
- Pattern cutting and making up for the SS22 couture collection
- Providing creative and technical solutions for the production of high-end uniforms for luxury global establishments, including Jumeirah Burj Al Arab in Dubai and The Landmark London

2021

DOMESTIKA - Madrid, Spain

Pattern cutting and tailoring teacher

- Created and taught my own online pattern making and tailoring course, which provides the basis for students to create and produce their own fashion designs
- The course was recorded and published in several languages on the Domestika platform

2019 - 2021

CLO EMOTIONAL DESIGN, member brand of 'Luxury Spain' - Madrid, Spain

Digital pattern cutter, assistant designer and product development manager

- Led the development and transformation of a multi-category women's wear brand, selling own designs and developing three complete collections
- Creation and development of designs from initial sketch to final quality control:
 - Responsible for sourcing fabrics and trims and liaising with suppliers
 - Graphics and print design for fabrics by Illustrator
 - Pattern cutting, construction, fitting and making up for all sampling
 - Calculation of costs and consumption
 - Tech-pack and specs creation, including measurements and flat technical drawings to guide the factory
 - Final production output checks and shoot management

2018 - 2019

ALICIA CAO ATELIER - Madrid, Spain

Fashion designer and tailor

- Founded my own made-to-measure women's clothing atelier, creating over 35 unique pieces
- Design development from concept and sketch, to pattern cutting and garment assembly, all uniquely adapted to individual client requirements and measurements
- Providing personal attention to each client, advising on style, fabric and colour selection

2017 - 2018

"MAESTROS DE LA COSTURA" TV SHOW, SHINE IBERIA SLU - Madrid, Spain

Winner of the first series of the contest

Adaptation of 'The Great British Sewing Bee', broadcast by the national Spanish channel RTVE

- Tasked with over 30 sewing challenges in 10 weeks, acquiring knowledge quickly and sometimes self-taught
- Evaluated by internationally renowned designers Lorenzo Caprile, María Escoté and Alejandro Palomo

Fashion designer

- Designed a collection of 25 garments under the registered trademark 'Alicia Cao', sold at El Corte Inglés Castellana, a major department store in Spain and Portugal

EDUCATION

2019

EOMETRIC PATTERN METHOD - Barcelona, Spain

Internationally recognised technical pattern-making course for men's, women's and children's clothes

2018 - 2019

ISTITUTO EUROPEO DI DESIGN (IED) - Madrid, Spain

Master's Degree in Fashion Design, Grade 10/10 (Honours)

Final project: 'The After Years' collection under a concept of 'Futurist Costumbrism'.

- Designed 30 looks, including pattern creation and sewing; specs and tech packs, and a business and communication plan

2012 - 2016

UNIVERSIDAD COMPLUTENSE DE MADRID - Madrid, Spain

Bachelor's Degree in Design, Grade 10/10

- Specialisation in graphic design, scenography, and costume design
- Achieved top grade (10/10) in final project: Fashion and editorial design

SKILLS

- Advanced working knowledge of Adobe Creative Cloud: Illustrator, Photoshop, and InDesign
- Intermediate competence in CLO 3D systems
- Experienced with a wide range of sewing techniques, using both industrial machinery and equipment, and by hand, including couture techniques, tailoring, embroidery, knitting and crocheting
- Multilingual, Spanish (native) and English B2 - First (FCE)