

STARLA WESTERGAARD

310 795 5483

starlawestt@gmail.com

www.starlawestergaard.com

PROFILE

Over 5 years of experience within the design sphere, working beside fellow creatives to curate a stimulating visual and digital experience. Accustomed to performing well in fast-paced and deadline-driven environments. Proficient in connecting with clientele, maintaining high work-ethic and thriving alongside a team to reach goals and strengthen over-all brand loyalty.

EDUCATION

Parsons School of Design

Bachelor's Degree in Fashion Design

9/2018 - 5/2022

Academic Achievements

Parsons Dean's Scholarship

Parsons Design Grant

EXPERIENCE

Brandy Melville U.S.A.

Store Manager & Visual Merchandising Manager

02/2022 - Present New York, NY

- Guided a 20-member team towards constant productivity, driving sales and maintaining a positive work flow.
- Hired, scheduled, trained and coached all employees to maximize performance in customer service and revenue generation.

Key-holder & Visual Merchandising Manager

8/2016 - 02/2022 New York, NY

- Developed floor plans and displays to be used across all world-wide locations, ensuring product visibility and contributing to the store's visual appeal.
- Traveled regionally to solidify a strong visual identity across all storefronts.

Elena Velez

Design Intern

08/2021 - 2/2022 New York, NY

- Assisted with the design and production process for S/S '21 and F/W '22 New York Fashion Weeks.
- Drafted design concepts, created garment samples and runway pieces as well as accessories.

Stivali

Graphic Design & Social Media Intern

08/2020 - 12/2022 New York, NY

- Was responsible for all marketable content creation from formatting newsletters to written blog posts to photography and videography for social media accounts.
- Created successful sales and campaigns along with arranging their content in store and on-line

Apriati

Luxury Jewelry Consultant

08/2019 - 03/2020 New York, NY

- Helped introduce the brand to New York through creating a welcoming atmosphere for clientele through consultations and by updating window displays.

SKILLS

Digital

CLO 3D

Adobe Suite

Microsoft Office

Digital Flats & Tech Packs

Graphic Design

Technical

Sewing & Patterning

Textile Knowledge

Sketching & Illustration

Photography & Editing

Videography & Editing

Workmanship

Positive Attitude

Creative Problem Solving

Communicative

Result-Oriented

Attentive