

GABRIELA QUARANTE



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GABRIELAQUARANTE.COM

EXPERIENCE

SENIOR GRAPHIC DESIGNER — FOX RACING, BELL HELMETS, GIRO SPORT DESIGN

JULY 2024 - PRESENT

- ★ Designs digital brand marketing assets across all online platforms and brand events
- ★ Creative lead on seasonal campaigns and product launches
- ★ Designs performance marketing to optimize customer interaction
- ★ Works cross-functionally on multiple brands marketing assets

LEAD GRAPHIC DESIGNER — KCRW

OCT 2022 - JUNE 2024

- ★ Designs digital brand assets across all online platforms and brand events
- ★ Conceptualizes new branding and art direction for radio shows and podcasts
- ★ Creative directs visuals and set design for in-studio performances and photo assists artist portrait photoshoots
- ★ Designs, develops and manages production for seasonal brand merchandise

APPAREL PRODUCTION COORDINATOR — MARKET STUDIOS

NOV 2021 - OCT 2022

- ★ Managed Production PO process and project costing/accounting, responsible for garment and product sourcing
- ★ Liaison with domestic and oversees vendors while working directly with Production Manager to optimize production
- ★ Cross developed and tracked quarterly Printables and Accessories production, both domestic and overseas

FREELANCE GRAPHIC DESIGN

2020 - PRESENT

Mallorca Direct, Travel Company | Bowery Showroom, Clothing Store | Nevermind, Clothing Brand | KIY Studios, Clothing Brand | Golden Eagle, Tattoo Shop | Howler's Club, Clothing Brand

APPAREL PRODUCTION ASSISTANT — E&R UNLIMITED, INC.

FEB 2021 - OCT 2021

- ★ Increased output volume by 40% since employment by enforcing organization and efficiency
- ★ Managed production schedule from PO to complete garment and worked cross functionally with domestic vendors
- ★ Oversaw development and approval processes involving Screen Printing, Embroidery, Sublimation, Cut & Sew

VISUAL MANAGER, KEYHOLDER — FREE PEOPLE

DEC 2018 - FEB 2021

- ★ Recognized for making highest personal sales volume in the LA District
- ★ Contributed to store achieving +15% over bonus comp consecutively
- ★ Maintained Visual Merchandising standards, installed seasonal store visual display per brand directive
- ★ Coached, developed and trained new hires to become leveraged in their role

VISUAL MERCHANDISER — BEELINE GROUP

APRIL 2017 - NOV 2018

- ★ Responsible for merchandising accessories for 24 retail locations by presenting strategic and trend-forward displays
- ★ Partnered with store managers to drive sales, facilitate growth and strategize potential business opportunities
- ★ Coached, developed and trained new hires to become leveraged in their role

JEWELRY MERCHANDISING MANAGER — TOPSHOP

MAR 2016 - MAR 2017

- ★ Maintained Visual Merchandising standards by presenting both strategic and trend-forward displays
- ★ Lead accessory department by identifying and exploiting trading opportunities with a profitable mindset
- ★ Partnered with Regional Manager to maximize sales, generated and analyzed trend and sales reports

EDUCATION

FASHION INSTITUTE OF DESIGN & MERCHANDISING, LOS ANGELES

Bachelor of Science Degree — Business Management | 2015 - 2017

Associate of Arts Degree — Merchandise Product Development | 2013 - 2015

SKILLS

Graphic Design, Apparel Production, Visual Merchandising, Styling, Management, Adobe Suite, Mac OS, Microsoft Office

INTERESTS

Creative Direction, Art Direction, Graphic Design, Visual Merchandising & Styling

OPEN TO CREATIVE FREELANCE OPPORTUNITIES

REFERENCES UPON REQUEST