

# ALBERTO PERKINSON

FASHION DESIGNER | ARTISTIC DIRECTOR



+1 (305) 799-3914



perkinsonalberto@gmail.com



www.perkinsonalberto.com

## SKILLS

Photoshop	Design
Illustrator	Clo 3D
Google Suite	Corsetry
Microsoft Suite	Evening wear
Draping	Denim
Patternmaking	Bridal
Sewing	Deconstruction
Flats	Screen-printing
Technical Packs	Dyeing
Procreate	Shopify
Fittings	Content Creation
Photoshoots	Styling

## EDUCATION

### Savannah College of Art and Design

2018-2023

#### Fashion Design | Marketing and Merchandising

B.F.A Fashion Design, Minor in Fashion  
Marketing and Merchandising  
Summa Cum Laude GPA: 3.97/4.0

## LANGUAGES

English - Native Spanish - Native

## PROJECTS

### Peachtree Styling | Freelance

Styled and directed content creation for Instagram and Tiktok. Shot various videos of my senior collection styled with Peachtree accessories, of which two videos received 500k and 2.5 Million views respectively on Instagram. Featured in Loop Magazine.

### Senior Collection | FASH 420-30-40

Developed an 8-look collection in which 5 were made in muslin and final fabric. Fitted models to garments. Created my own screenprints and dyes. Deconstructed existing garments for patterns.

Collection featured at SCAD Fashion Show 2023, Vogue.com, I-D Magazine, El Venezolano, The Impression, The Islander Newspaper, and Loop Magazine. Awarded Silver in Pret-a-Porter Women, and Bronze in Avant-Garde by the International Design Awards.

### Evening wear and Bridal | FASH 431

Created a trend report for S/S 2023 focused on evening and bridal. Draped and patterned a boned corset. Used the corset to develop an evenings style garment to scale. Focused on trims, finishing and fabrics, specific to evening and bridal.

### Exploration to Denimwear | FASH 417

Developed technical packs, styled a denim photoshoot, 6 look upcycling collection and produced one deconstructed garment to scale.

## WORK EXPERIENCE

### Artistic Director

#### DZUBI

2023-2024

- Collaborated with the Creative Director to curate, market, and redefine the brand image for F/W 23 and S/S 24 collections.
- Directed e-commerce photoshoots for 150+ dresses, emphasizing presentation and marketability for increased customer engagement and international sales.
- Redesigned the website for enhanced navigation, resulting in a significant rise in web traffic and sales.
- Produced short-form content (videos, photos) targeting specific audiences, boosting engagement across Instagram and e-commerce platforms.
- Managed showroom sales floor presentation, acting as a sales representative when necessary.
- Created Line Sheets for F/W 23 and S/S 24 products, presenting them to prospective buyers, boutiques, and yoga retreats.
- Efficiently handled inventory operations using Shopify, overseeing transfers, and replenishing low stock at multiple locations.
- Directed and curated trunk shows in New York and Miami to attract new clients and expand the brand's reach.
- Revitalized old inventory through capsule collections, successfully selling through three styles.

### Design Assistant Intern

2022-2022

#### Baccus Camisas

- Worked directly with the head of design department to develop the S/S 2023 collection, selected materials, and budget for 100+ styles of shirts.
- Developed technical dossier for the collection, including tech packs, bill of materials, and merchandise distribution.
- Monitored over 100 collection samples and made a note of fit adjustments to be made.
- Merchandised the showroom sales floor with garments from a variety of brands.
- Delivered fabric bolts and trims to factories under strict deadlines for garment manufacturing.
- Organized and categorized existing inventory and stock room for maximum efficiency for over 200 SKUs.
- Visited brick-and-mortar competitor stores and compiled a report on trends, colors, and fit.
- Oversaw delivery of over 300 manufactured garments to the warehouse and input them into stock inventory.