



ADRIANA D'ALISE

EDUCATION AND TRAINING

10/2018 - 03/2022 - Via Portacarrese a Montecalvario, 96,
Naples, Italy

Bachelor's degree

Accademia di Belle Arti, Fashion Design

<http://www.abana.it/it/>

09/2013 - 07/2018 - Piazzetta Demetrio Salazar 6,

Naples, Italy

Diploma di maturità artistica

Liceo Artistico Filippo Palizzi

<http://www.boccionipalizzi.edu.it/>

“ I graduated in Fashion Design at Accademia di Belle Arti.

Having attended art school made me inevitably an open-minded, curious and thinking-outside-the-box person. Most of all, it helped me to find beauty in every corner, look at things from a different perspective, and search for the bright side in every aspect.

I can define myself as a high-spirited person who enjoys throwing her hat into the ring and doing her best to nail every situation.

I am a positive person as well, I don't cry over split milk, I take a deep breath and move on to the next challenge. ”

Date of birth: 07/07/1999

Nationality: Italian

Gender: Female

CONTACT

Italy

adrianadalise@gmail.com

(+39) 3453518774

<https://adrianadalise.wixsite.com/mysite-2>

LANGUAGE SKILLS

MOTHER TONGUE(S): Italian

OTHER LANGUAGE(S):

English

Listening	Reading	Spoken production	Spoken interaction	Writing
C1	C1	C1	C1	C1

DIGITAL SKILLS

Microsoft Office

Microsoft Word / Microsoft Powerpoint

Graphic Programs

Adobe Indesign, Adobe Photoshop, Adobe Illustrator / Basic graphic design - Canva / Wix - creation of website / Digital Illustration - Procreate

Social Media

Good command of Social Network (Facebook, Linkedin Twitter, Instagram)

ORGANIZATIONAL SKILLS

Design projects

Even if I haven't had years of work experience, I learned to develop a productive project system. I had to meet deadlines with different projects, so I understood how to manage time. As result, I can complete work before a finishing date and turn it in on time.

Organizing a design means dealing with various aspects: research about the topics, attention to detail and an appealing presentation.

When a new project comes up I organize it by tracking down all the information and creating a design plan. I studied various Design Thinking Method and I've found my personal way to organize the projects. I prefer using visuals board since it help me to foresee the final result.

COMMUNICATION AND INTERPERSONAL SKILLS

Team working experience

Having dealt with group projects boosted my way to approach people and improved my communication and interpersonal skills. I got the point of weighing in all the pros and cons in a debate, presenting a balanced viewpoint and being accountable for my decisions.

Creating a dynamic, efficient and reliable team isn't a piece of cake at all, but it is the key to a successful design. Even with the best of intentions, now and then conflicts happen, and it is indispensable to resolve them for the success of the work.

More often than not, conflicts on this occasion are results from miscommunication. I mastered mediating between people, finding the root cause and trying to solve the problem. Patience is needed in these events, and fortunately, I have plenty of that.

Last of all, group projects taught me the importance of sharing one's knowledge, helping one another and making the most of every person.

CREATIVE WORKS

2018 - Current

Portfolio

During my high school and university years, I have produced various projects that reflect my entire personality, my vision of the world and the growth of my abilities in my professional field.

I decided to incorporate all these projects into a website, an online portfolio to be more accurate.

Every single project was a challenge and boosted my technical, practical and creative skills. They are pieces of myself and express my maturation both as a person and as a designer.

The assorted projects were conceived for exams, contests or personal pleasure.

<https://adrianadalise.wixsite.com/my-site-2>

WORK EXPERIENCE

15/10/2021 - 31/01/2022 - Ottaviano (NA), Italy

Clothing Junior Designer

H2O Battaglia Fashion Group

This stage experience helped me to fully understand how the fashion industry works and what running a fashion brand means.

I had several tasks, which enriched my knowledge in the field. I was involved in the whole creative process, starting from the trends research, passing through drawing sketches, both hand and digital draws, and ending with the photoshoot organization of the final collection. Talking about digital draws, I preferred using Procreate, but thanks to this stage I have also gotten better with Adobe Programs, particularly Illustrator, Photoshop and InDesign.

I familiarized myself with the whole team involved: suppliers, pattern makers, tailors and customers. I also acquired brand new pieces of knowledge, such as the development of design process, communication skills, social media use for fashion brands and creation of animated videos for socials.

06/2017 - 07/2017 - Naples, Italy

Costume Designer

Teatro Elicantropo

During this work experience, I created costumes for a theatrical performance. I developed new skills such as the study of the background of a story, to better adapting the garments, how to approach clients and how to organize the work to respect the deadlines. I have improved my tailoring skills and filled gaps in the textile field, in particular fabric dyeing and how to best treat them.

I had to work with a group of designers so I enriched my teamwork competencies as well. I realized how important is to make the most of various opinions and ideas and how to organize them into one great and suitable project that will please the customer.

CONTESTS AND EXHIBITIONS

2022 - 2022

Fashion Runway “BEYOND THE DRESS”

The Fashion Design department of Accademia di Belle Arti organized an entire event to celebrate the Design world: *Design Beyond Design*.

“Beyond the dress” was the title of the runway. It exalted new ways to produce and consider a dress. It was no longer regarded as just a garment but as a work of art, an exhibition or an experience.

Two of my outfit were chosen for the occasion. I focused on how we “feel” a garment on our skin. I tried to stimulate the sense of touch using a particular method of weaving. I have taken care of every detail, starting from the make-up and hairstyle up to the choice of accessories.

I had the opportunity to understand how fashion runways work, how many people are involved and how to organize everything at the best.

2021 - 2021

Celebrity Styling “HOW TO DRESS A STAR”

The Accademia the Belle Arti organized this contest to give students a closer approach to the stylist’s work. The contest required the design of an outfit for Aj Odudu, a British tv show host. It involved some of the best industry professionals, such as the designers Emilio Barba and Svetoslav Kolchagov, the stylist Annie Swain and Aj Odudu herself.

I became familiar with the importance of stylists. They have the task to manifest the celebrity’s personality through the clothes. I analyzed Aj’s story, her way of dressing, what she likes and dislikes and her job to create the perfect outfit.

My project was one of the five finalists and even though I didn’t win, I took the most of this incredible experience.

2018 - 2018

Techmade Contest

Techmade, a company specialized in the Information Technology sector, held a contest for the Accademia di Belle Arti’s students. It aimed to design six patterns for a capsule collection of its new watch straps.

I was inspired by the city colours and shapes, and turned them into vibrant, eclectic and innovative patterns, using a 3D stamp as well. I analyzed the brand, its target and its customers, to create something that would have pleased both the manager and the clientele.

My project ended up being one of the two finalists, and that was a big deal for me considering that I got out of my comfort zone and put myself into a brand new challenge.

2017 - 2017

Fashion Runway

The high school organized a Fashion runway to celebrate the end of the school year. Every student had to design couture and a pretPret-à-porter outfit.

I created something that was nature-related indeed, I used natural fabrics and dyed them with herbs and flowers, following an ancient Asian method. The outcome was unpredictable, nonetheless, that was the best part. It ended up having pastel colours, and great shadows all over the dresses.

The whole runway process, starting from the dress’s design up to the model, makeup and hair choice was a thrilling experience.

2017 - 2017

17° Premio Arti Figurative

I collaborated with another designer for this contest. We had to design an outfit based on a previous theme, which was related to ancient literature. The dress was later exposed at Castel dell’Ovo to let people admire it and vote for the winner. Working in pairs isn’t the easiest thing, everyone defends their ideas, but I learned to understand when should I stick on my gun, and when taking a step back was necessary to create something great.

This was my first ever contest, I didn’t win, yet I gained greater self-confidence and upgraded my abilities.

2016 - 2016

Maggio dei Monumenti

Every year, in May, Naples organizes a cultural review which aims to increase people’s knowledge of the magnificent history and art of the city.

I had to realize an 18th-century costume for the final parade. I worked closely with a costume designer who helped me in every step and shared with me her knowledge and experience in this field. Working with a professional not only gave me a direct insight into the costume designer world but also boosted my tailoring and pattern-making skills.

CONFERENCES AND SEMINARS

2021 - 2021 - Accademia di Belle Arti di Napoli

Design e Scienza - "Digital couture wearable technology"

This seminar lasted for a few months in which I expanded my knowledge in what was a completely new world for me: sustainable and digital couture.

I have broadened my mind on disparate topics, in particular Eco Fashion, the use of new technologies in the fashion field and the creation of innovative and sustainable fabrics. Besides that, I also had a brief experience with 3D programs such as Rhinos. As result, I realized how significant is the relationship between fashion and technology in this particular moment.

Creating and developing new fabrics using only natural elements, and dyeing textile without using chemical substances, for instance, can be the right solution to reduce the massive impact of the fashion industry on the planet.

202 - 2020 - Accademia di Belle Arti di Napoli

DATCH, Un caso di rebranding

This conference explained the importance of adapting the brand to the new and ever-changing needs of the public. Keeping up with the latest exigencies is crucial for brand success. Renewing the image to maintain the right appeal to the customers is paramount for every successful brand. The event focused on the development of a powerful rebranding project.

Updating the whole brand concept, paying attention to the clientele, and adjusting the advertising campaign were some of the various themes discussed. This seminar allowed me to acquire bits of knowledge on the relevance of innovation for every fashion brand to arouse the consumer's interest.

2020 - 2020 - Accademia di Belle Arti di Napoli

Additive manufacturing, sfide ed opportunità per il fashion design

This seminar painted a picture of what the fashion industry is. I have realized how diversified this world is and how many people are involved in it.

It broadened my mind on the several job opportunities and made me love more and more this field of study.

2017 - 2017 - Centro Orafo Tari - Marcianise (NA)

Tari Design School - Scuola del gioiello

During that week I gained knowledge about the jewellery world: the history, the value of precious stones, gems, the use of proper material and how to design a flawless bijoux. This last point was particularly engaging since it required the use of Rhinos, a 3D software. I had a brief insight into that program and learned the essential tools.

Everything was so fascinating and most of all, I got to know the value of jewels in the fashion world. Choosing the right ring, bracelet or necklace can define the final outfit or, on the other hand, ruin the whole aspect.

VOLUNTEERING

07/2019 - 07/2019 - Stadio Maradona - Naples, Italy

Event Service Assistant Universiade

This volunteering experience allowed me to face to an international environment.

During the Universiade, my duties were to assist both athletes and the public. I learned loads about the sports environment, and I extremely enjoyed staying with guys from all over the world. This event challenged me to improve my relational qualities, language abilities and to manage the unexpected. I gain an understanding of how these world events work, and how many people are involved in them.

I applied as a volunteer since I loved the idea to be part of something as massive as the Universiade is, but mainly because I knew that it would have enhanced several aspects of myself: teamworking and time management for instance.

Spending all that time with athletes and people from different parts of the world connected me more with the various cultures and enrich me as a person.