

renata

renata lindroos

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Profile

A passionate designer who is curious about the world and all of its idiosyncrasies. A futurist who wants to translate all that she observes, learns, and loves into something tangible to share with the world.

Experience

Freelance Designer, Private Commissions, International, 2004-Present

Creates pieces for galleries, private individuals, fashion exhibitions, and conventions. Works with many different mediums from pencil and paint to thermoplastics, faux hair, and leaves. Some work includes t-shirt graphic illustration, textile design, break down, headpieces, and prop making.

Graphic Designer, GiGi Moda, Carlsbad, September 2017-Present

Works on updating the website, creating newsletters, banners, and photo editing. Helps style and plan the photoshoots. Photographs the clothing on both mannequins and lives models. Assists with print and clothing design selection. Works mostly with photoshop and light room.

Assistant Manager, La Femme Chic Boutique, Solana Beach, August 2016-September 2017

Assistant Manager and key-holder position at a small, high-end consignment boutique in Solana Beach. Since it's a small store, there are numerous responsibilities, the majority being online and in-store sales as well as buying, pricing, visual merchandising, and styling.

Costumer, Los Angeles, United States, October 2015

Assisted with the costumes for a music video by artist AKW. The costumes included giant head pieces that were created with wire and covered with things like faux-knit and papier-mâché.

Design Intern, Iris Van Herpen, Amsterdam, Netherlands - January - July 2013

Worked closely with Iris and the rest of the team to help create fantastical garments for for both the January "Voltage" and July "Wilderness Embodied" Haute Couture collections. Worked with pattern making, draping, sampling, moulage, laser cutting, hand sewing, plastics, silicon, and illustrator to design and create patterns for the laster cutter among other tasks. Worked to create the snake dress for the archive. Worked to create the Mirror Dress for the January 2013 show. Worked to create a custom dress for Bjork for her Paris concert.

Assistant Costumer, Elephant Man, Fullerton, California, July-October 2012

Helped the director and head costume designer. Researched the time period from 1885-1890 for costume references and assisted in sewing and altering the costumes to fit both the actors and the time period. Created numerous accessories used in the play as well.

Resident Assistant, Campus Living Villages, San Francisco, California, 2009-2012

Helped run and watch over the resident halls of the Academy of Art University while assisting residents both domestic and international with any quandary they might have.

Fashion Intern, Owen Buenaventura, San Francisco, California, 2008-2011

Styled photo shoots and runway shows, photographed events, dressed models, fashion show coordination, and sewed accessories. Whatever could be done to help make his life easier.

Design Intern, Bacca da Silva, San Francisco, California, January-September 2010

Worked in-house drafting patterns, cutting and copying patterns, and sewing sample garments.

Stylist/Dresser, SNOW, San Francisco, California, January 2010 and 2011

A winter-themed fashion show focusing on clothing for both men and women. Worked as a dresser backstage and assisted in styling for both events.

Journalist, 180 Magazine, San Francisco, California, 2008-2010

Interviewed a variety of designers and artists, many up and coming about life in the creative lane like designers Louisa Parris, Ali Khan, and 'Ho on the Go" creator Sunny Merry.

Dresser, Love Sick, San Francisco, California, February 2009

A Valentine's Day fashion show focusing on lingerie for both men and women. Worked as a dress backstage and assisted in set-up of the event as well.

Education

Watts Fine Art Atelier - Encinitas, California - 2016-Present

Swedish Academy of Realist Art - Stockholm, Sweden - 2015

Academy of Art University - San Francisco, California - BFA, 2012

International Baccalaureate Scholar - Mission Viejo High School, California - Diploma 2008

Skills

- Professional yet personable with experience in resolving issues and interacting with others
- Experience in fine art illustration and painting including oils, watercolors, charcoal, graphite, inking, and digital
- Understanding of textile design and manipulation
- Knowledge of computers, both Mac and PC, and the typical programs on them
- A creative mindset that has been trained to come up with alternate ideas to problems
- Capable of easily adapting to new requests and sudden changes
- Background in both machine and hand sewing.
- Solid experience working with a team toward a common goal

Awards

-Finalist for World of Wearable Art Competition, 2013

-Senior Spring Fashion Show, Academy of Art University, 2012

Publications and Exhibitions

- The Empty Iris Film Screening and Exhibition in San Diego, CA, USA
- Open House Art and Music Event in San Diego, CA, USA
- Vaxholm Rådhus Exhibition in Vaxholm, Sweden
- Riddarhuset Exhibition in Stockholm Sweden
- World of Wearable Art Show, Wellington, New Zealand
- Rosemary collection was in the store windows at Neiman Marcus in San Francisco for Fashion's Night Out
- New York Times review of senior collection by Cathy Horyn
- The San Francisco Examiner review of senior collection
- Senior collection featured in RUE magazine's September issue (page 90)
- The San Francisco Chronicle review of senior collection
- Featured in top looks by refinery29