

ren(ata)

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 others.

Experience

Freelance Artist & Concept Designer, Private Commissions, International, 2004-Present

Creates pieces for galleries, private individuals, fashion exhibitions, and conventions. Works with many different mediums from pencil and oil paint to thermoplastics, faux hair, and even leaves. Some work includes t-shirt graphic illustration, oil paintings, concept work, fashion illustration, and prop making. Has been featured on MTV.com, LA Times, Refinery29, and at Vaxholm Rådhus.

Fashion Illustration Instructor, Academy of Art University, Remote, August 2018-Present

Works part-time as an instructor for the Academy of Art University. Teaches traditional illustration to undergraduate students with focus on the figure, color, proportion, and developing a style. Communicates weekly with live-meetings online and personal feedback sessions.

Illustrator/Graphic Designer, Richer for Wandering, International, June 2017-Present

Illustrates using pen and ink unique and whimsical illustrations for Richer for Wandering. Creates cute and often “punny” concepts that focus on animals and travel-inspired designs. Uploads and edits the work digitally with Adobe Photoshop. Created and manages the Shopify website for the brand. The shirts are now being featured in numerous shops in Southern California, South Carolina, Denver, Oregon, Texas, and Nevada.

Graphic Design/Social Media, GiGi Moda, Carlsbad, September 2017- February 2019

Worked to make sure website was up-to-date. Crafted newsletters and web banners as well as digital content for Facebook and Instagram.. Tasked with all the photo editing and photo retouching. Created numerous large-scale print banners, postcards, clothing tags, and business cards. Photographed the clothing on both mannequins and lives models as well as helped style and plan the photoshoots. Assisted with print and clothing design selection and helped illustrate the clothing for use on Fashion Go. Worked primarily with Adobe 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. Small business so numerous responsibilities, the majority being online and in-store sales as well as buying, pricing, checking stock, visual merchandising, and styling. Also worked with marketing and social media outreach. Was able to illustrate the walls and make the art for the newsletters and social media posts.

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. Was also able to also create fantasy inspired illustrations while there. 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

Assisted 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. Sketched out ideas for different characters and 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. Helped mediate issues between roommates and put on numerous building-wide events.

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

Styled photo shoots and runway shows like SNOW and LOVESICK, photographed events, dressed models, helped with fashion show coordination, and sewed accessories. Also created props and illustrations for photoshoots. Helped direct models and whatever else could be done to help make his life easier.

Education

Watts Fine Art Atelier - Encinitas, California - 2016-2018 - Certificate, 2018

Swedish Academy of Realist Art - Stockholm, Sweden - Certificate, 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
- Working alone and with teams to brainstorm new and interesting concepts
- Understanding of textile design and manipulation
- Knowledge of computers, both Mac and PC, and the typical programs on them
- Skilled with Photoshop and Illustrator as well as Procreate
- Consistently curious and always pushing to learn more - like ZBrush etc.
- 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
- Comfortable starting new projects independently
- Has both traditional hands-on skills as well as digital ones
- Solid experience working with a team toward a common goal

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
- Sally Congdon-Martin “Emerging Fashion Designers 4” (2014) - pgs 106,107
- Vaxholm Rådhus Exhibition in Vaxholm, Sweden
- Riddarhuset Exhibition in Stockholm Sweden
- Top 10 Costumes of Comic Con - MTV.com

- 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

Awards

- Finalist for World of Wearable Art Competition, 2013
- Senior Spring Fashion Show, Academy of Art University, 2012