

# LEYLA O'LENIC

Jewelry Design + Fashion Design

## EDUCATION

**NEW YORK UNIVERSITY**  
New York, NY

MA Gallatin School of Individualized Studies  
September 2020-Present

**UNIVERSITY OF GEORGIA**  
Athens, GA

BFA Textile Design  
Graduated May 2020 | Summa Cum Lauden

**Involvement:** IACDE, Relay for Life, Delta Delta  
Delta Sorority (Assistant Licensing Chairwoman),  
Maymester in Florence, Italy

**FASHION INSTITUTE OF TECHNOLOGY**  
New York, NY

Major in Fashion Business Management  
August 2016-May 2017

## SKILLS

### TECHNICAL:

- Microsoft Office Suite: Word, Excel, Powerpoint
- Adobe Photoshop, Illustrator, InDesign, Lightroom
- Google Drive
- Shopify

### DESIGN & TEXTILE:

- Computer-aided design
- Technical sketching by hand and Illustrator
- Acrylic and watercolor painting
- Trend/fashion awareness
- Hand and machine sewing
- Hand and free motion embroidery
- Metalsmithing and jewelry construction
- Hand dyeing
- Hand weaving
- Screen-printing
- Printmaking

### PROFESSIONAL:

- Proven ability to manage time efficiently
- Excellent technical and creative problem-solving skills
- Highly creative and enjoys designing with different materials and techniques
- Strong creative thinking skills while possessing a discerning and aesthetic eye
- Detailed oriented and dedicated to quality work
- Complimented on focused work ethic and positive attitude

## EXPERIENCE

**MADEWELL | New York, NY**

**Assistant Designer | February 2022-Present**

- Assisted Designers in creative execution of product in the following categories: jewelry, soft accessories, and items
- Executed seasonal line list and met product development calendar deadlines
- Executed concept, material sourcing, and development of product
- Led seasonal presentations of product to high level directors and merchandisers
- Trained and managed two freelancers during team transition
- Became the point person for Design Director of Non Apparel, merchandising, production, and technical design teams during team transition
- Lead designer at various calendar points over three seasons during team transition
- Designed Nordstrom Exclusives for Spring 2023 and Nordstrom Anniversary jewelry and soft accessories for Summer 2023
- Onboarded new Jewelry Designer making sure they understood Madewell DNA and history of product, calendar deadlines, and how to successfully collaborate with our cross functional partners

**Assistant Production Manager | December 2020-February 2022**

- Assisted the Production Manager in jewelry, soft accessories, and items categories
- Communicated with agents/suppliers on all product specifics, testing, costing, and timing
- Tracked samples for quarterly design presentations
- Communicated with all related departments to ensure product details are consistent with the adopted style profiles

**RALPH LAUREN | New York, NY**

**Color Design Intern | June-July 2019**

- Selected as one of the top 14 design interns to be hired out 2,300 applicants
- Assisted Color Design team in creating color palettes and standards for the Lauren brand Ready to Wear and Dresses
- Communicated with factories about deadlines, color standards, and color comments
- Helped organize fabric, color palettes, and color comments from present and past seasons for easy access
- Shadowed CAD Artists from Double RL and the Lauren brand
- Completed Internship Project and presented in front of a board of associate and head designers

**ANTHROPOLOGIE | New York, NY**

**Sales Associate | June-July 2018**

- Assisted visual merchandising team with roll out of new merchandise
- Assisted BOH in checking inventory, shipping orders, and restocking across all product areas

**STILL HOUSE NYC | New York, NY**

**Jewelry Design Intern | March - May 2017 June-July 2018**

- Used Shopify to organize and record merchandise across three platforms
- Continued to complete the responsibilities listed below
- Entrusted with diamond pick up, payment, and quality check in the Jewelry District
- Assisted Head Designer with metalsmithing tasks for production
- Completed retail and wholesale mark-up calculations using Excel
- Shadowed Art Director during photoshoots to understand the process and styling