

LEYLA O'LENIC

Textile Design + Fashion Design

EDUCATION

UNIVERSITY OF GEORGIA
Athens, GA

BFA Textile Design
Minor: Fashion Merchandising

Graduating: May 2020 | GPA: 3.97

Hope Scholarship Recipient
Maintained with a minimum 3.0 GPA

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

DESIGN & TEXTILE:

- Hand-dyeing
- Hand embroidery
- Silk painting
- Croquis drawing and illustration
- Hand and machine sewing
- Metalsmithing and jewelry construction
- Handloom weaving
- Screen printing

PROFESSIONAL:

- Proven ability to manage time efficiently even with many projects and responsibilities
- Gained experience in friendly customer service with the ability to adapt to customer needs & aesthetic
- Excellent technical & 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
- Natural interpersonal skills for effective customer and team interactions

EXPERIENCE

STILL HOUSE NYC | New York, NY
Jewelry Design Intern | June - July 2018

- Learned tactics for creating visually sound displays
- Used Shopify to organize and record merchandise across three platforms
- Continued to complete the responsibilities listed below

Jewelry Design Intern | March - May 2017

- Entrusted with diamond pick-up, payment, and quality control in the Jewelry District
- Assisted Head Designer with metalsmithing for production
- Completed retail and wholesale mark-up calculations using Excel
- Shadowed Art Director during photoshoots to understand process and styling
- Gained valuable industry, design, production, and merchandising experience

MADEWELL

Sales Associate | Alpharetta, GA | Summer 2017

- Excelled in friendly customer service, providing style suggestions for increased sales, and adapting to customer base compared to the New York location

Sales Associate | New York, NY | Spring 2017

- Assisted visual merchandising team with roll out of new merchandise
- Pulled, prepared, and packaged merchandise for individual e-commerce orders
- Assisted customers in all areas of the store and maintained the appearance of the store

GAP | Buford, GA

Sales Associate | May - August 2016

- Assisted customers with styling suggestions and managed the cash register
- Maintained sales floor visual aesthetic by re-organizing and arranging product
- Processed online and phone orders and prepared merchandise for shipment

INVOLVEMENT

INTERNATIONAL ASSOC. OF CLOTHING DESIGNERS & EXECUTIVES (IACDE)

Student Representative | December 2018 - Present

- Connect IACDE members to UGA fashion & textile students at Southern Chapter meetings
- Maintain social media platforms including Facebook, Instagram, & LinkedIn

UGA RELAY FOR LIFE

Graphic Design Executive | April 2018 - Present

- Design all graphics necessary for Relay including: event advertising, fundraising statistics, mission moments, infographics, team recognition, countdowns, challenges & innovative videos

Entertainment Committee Member | August 2017 - April 2017

- Contacted & secured bands and vendors for a 12-hour fundraiser event

UGA STUDENT MERCHANDISING ASSOCIATION

Active Member | August 2017 - Present

DELTA DELTA DELTA SORORITY at UNIVERSITY OF GEORGIA

Assistant Licensing Chairwoman | November 2017 - November 2018

- Ensured all merchandise & signage is in compliance with licensing and brand guidelines

NEW YORK FASHION WEEK

Show Volunteer | September 2016

- Assisted with set-up and guest seating prior to a small women's wear designer show