

OSCAR GUTIERREZ

APPAREL / PRODUCT DESIGN

720.673.6134 oscar@utierre.com [Portfolio](#)

PROFESSIONAL PROJECTS

FOUNDER/DESIGNER

UTIERRE LLC – Los Angeles – 2017–Present

Clients: SZA, Carly Rae Jepsen, Tinashe, Cardi B
Drive business growth through trend research, market-ready designs, color selection, custom work, and 3D printing. Lead teams, delegate tasks, and personally manage all marketing, Shopify operations, and website optimization. Shape brand identity, ensure quality in domestic and international production, and streamline in-house small-batch production, fulfillment, and logistics.

FOUNDER/DESIGNER

Oscar Utierre LLC – Los Angeles – 2013–2023

Clients: Doja Cat, Missy Elliott, Ariana Grande
Specialized in custom clothing development and sample making with a rapid 1–6 day turnaround. Created tailored illustrations based on client ideas, measurements, and concept direction.

DESIGNER/ILLUSTRATOR

Cholula x Uprisers – Los Angeles – 2023

Partnered with Uprisers to create unique product packaging for a new salsa line. Designed coordinating clothing, accessories, and clothing & marketing graphics.

DESIGNER

UTIERRE – NYFW SS24 – Los Angeles – 2023

Designed and developed the Spring/Summer 2024 collection for Utierre, showcased at New York Fashion Week and featured in CFDA Fashion Week Calendar.

DESIGNER/ILLUSTRATOR

PUMA – NYFW AW24 – New York – 2022

Designed men's and women's fashion apparel for PUMA's New York Fashion Week presentation. Oversaw remote production and managed sample development from concept to execution.

PUBLICATIONS

Vogue: 'Finally, sexy clothes for men'

Billboard: 'Doja Cat Outfit Collaborations'

PROFESSIONAL EXPERIENCE

RTW DESIGN DIRECTOR

Satis LLC – Los Angeles – 2020–2021

Collaborated closely with the Creative Director to design and execute seasonal RTW collections. Established and led an in-house sample-making team, streamlining production workflows and improving efficiency. Directed fabric sourcing and development, ensuring product alignment with brand identity, pricing strategy, SKU plans, and merchandising objectives.

HEAD DESIGNER

WantMyLook – Los Angeles – 2014–2018

Managed a 10-person team overseeing domestic and international production. Led women's and men's collections, contributing to \$5M in sales.

ASSOCIATE BANKER

Wells Fargo Bank – 2023–Present

EDUCATION

BFA PRODUCT DEVELOPMENT

Academy of Art University, San Francisco (2024)

AA FASHION DESIGN

Academy of Art University, San Francisco (2013)

KEY SKILLS

Design & Development: Product lifecycle & sustainability, trend forecasting, CAD, Clo3D, 3D printing, RTW, womenswear, tailoring, menswear, custom design, maternity, wedding, baby

Marketing & Tech: Shopify, digital strategy, Meta Ads, Google Ads, Adobe Suite, Pro-create, AI tools (DALL-E, ChatGPT, Firefly, Midjourney), Monday, Blender, Google Suite, Office

Production: Global/domestic manufacturing, logistics, pre-production, small-batch fulfillment, construction & quality, Backbone PLM, pattern making

Languages: English & Spanish