

https://ballenio.myportfolio.com/

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# **EDUCATION:**

#### B.F.A. Fashion Product Development

Academy of Art University, San Francisco, CA. September 2023-May 2025

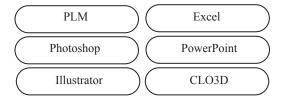
#### A.A. Fashion Business Management

Fashion Institute of Technology, New York, NY

#### **Backbone Gold Certification**

# **KEY SKILLS:**

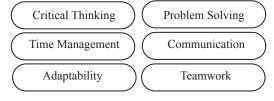
#### **TECHNICAL TOOLS**



#### **FASHION**

	Sewing	$\bigcup ($	Garment Construction
	Hand Sketching	$\bigcup ($	Retail Sales
	Pattern-making	$\bigcup ($	Social Media
Watercolor/Oil Painting Visual Merchandising			
(	Styling	) (	Product Development

#### **INTERPERSONAL**



# COMMUNITY INVOLVEMENT:

Watermark Prison Ministry

# PROJECTS:

## LOEWE x Supreme – Unisex Luxury Streetwear Collection

- Designed unisex styles merging Loewe craftsmanship and Supreme streetwear
  - Conducted trend forecasting, market, and consumer research
  - Selected premium, sustainable materials aligned with FW26 trends
    - Created tech packs and branding for dual-brand launch strategy

#### Technical Design Project – Full Tech Pack Development

- Created detailed tech packs including technical flats and colorways
- Built and sourced BOMs with fabric, trim, and packaging details
  - Specified construction methods, labels, and graded size specs
  - Applied industry standards to support production-ready files

#### Mowalola Collection – "Love is War" 3D Look Development

- Designed 3 full looks blending military wear with feminine silhouettes
- Created mood, color, and fabric boards to support concept development
- Sketched designs by hand and fully rendered, styled, and animated in CLO3D
- Applied digital draping and textile mapping to visualize garment fit and flow

## Technical Design & Styling – Acne Studios Lookbook

- Drew technical flat sketches for 14 unisex styles aligned with Acne Studios' brand
  - Styled full looks for the collaboration's lookbook presentation
  - Used Illustrator and Photoshop to develop polished collection visuals
  - Coordinated with team to match styling with mood board and customer profile

## **FASHION EXPERIENCE:**

## Client Advisor/Visual Merchandising

Marc Jacobs, Dallas, 2024

- Achieved and exceeded monthly sales goals by at least 10% consistently
- Regularly executed cycle counts for goods in back stock and assisted in organization of back room and front facing inventory
  - Assisted visual lead through collaboration on floor displays
- Utilized client outreach to create return customers and build brand loyalty

## Social Media Lead/Consultant

Haus Incubator, New York, 2023

- Assisted store buyers for showroom and online wholesale purchases
- Managed social media channels and produced online showroom through Shopify
- Monitored marketing images for multiple brand campaigns and agency advertisement

#### Sales Associate

H&M, Newark, 2022

- Recommended products based on customer needs and assisted in styling
  - Assisted in visual merchandising setup and removal of fixtures
    - Processed transactions as well as closing register duties

## **Styling Assistant**

New York Coastal Fashion Week. Fall 2021

- Assisted lead stylist in curating runway looks from wardrobe selection to show
  - Handpicked jewelry and accessory selection for runway final looks