



Juana-María Salvá

Creative design and product development of footwear and accessories with a business approach

📍 Palma, Balearic Islands, Spain

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Languages

- Italian
- Spanish
- English

About

BRANDS WORKED WITH

- Farrutx
- Farrutx Vert Inversiones S.L
- Inditex Tempe
- Unisa Europa Sa

Experience

● Creative Design and Product Development of Shoes and Accessories. Senior Designer

| May 2013 - Now

- Trends analysis
- Translation of fashion trends into design concepts
- Line building collections based on client's target market, brand's identity and production viability.
- Development of projects (making and selection of lasts, heels, soles, accessories, materials and others)
- Sourcing of materials and components
- Styling (technical designs and material/color combinations)
- Consultancy

● Creative Director. Responsible of Design and Product Development

Farrutx Vert Inversiones S.L | Apr 2011 - Apr 2013

Line Building and mood boards Responsible of Design and product development of Woman shoes, Man Shoes, Handbags and Small Leather Goods Leadership of design and product development team (6 person), freelance designer collaboration and supervision of samples development in factories in Spain, Italy, Rumania and India National and international Research Collection planning Material selection of leather, fabrics and ornaments attending international fairs of Premiere Vision/Le Cuir and Lineapelle Supervision of construction elements development (last, heels, soles, molds for ornaments..) Technical designs Supervision of first prototypes and samples follow up Introduction to sales department of final collection



● Senior Designer - Design and Product Development of Footwear and Accessories Collections

Farrutx | Sep 2008 - Mar 2011

Collection plan, sourcing of materials and components, development of constructions (last, heels, soles, buckles...), technical designs, supervision of first prototypes and samples follow up.

● Senior Designer. Trend forecasting and Design of Women's Footwear and Handbags Collection

Unisa Europa Sa | Jun 2007 - Aug 2008

International research, submission of projects, color card, attendance to International fairs of components for footwear and accessories (Premiere Vision ,Lineapelle and Anteprema), selection of material, technical design, supervision of construction development and samples and presentation to sales team of collection.

● Senior Designer. Responsible of Woman Footwear and Accessories of Tribeca Project-Uterqüe Chain

Inditex Tempe | Dec 2006 - Jun 2007

Design and supervision of development of the collections of footwear, handbags, small leather goods, clothing and jewelry. Store construction, collaboration with the interior design y atmosphere (music and fragrances).Team leadership (footwear technician , external team of pattern making, and four factories)

- **Senior Designer. Responsible of Footwear Design Dept. of Zara Woman, Inditex - Tempe, S.A**

Inditex Tempe | Sep 2003 - Dec 2006

Worldwide research (Paris, Milan, New York, Honk kong...), fashion and market trends' analysis for sales dept. follow up, coordination of footwear collection with clothing dept, attendance to international fair of components Lineapelle, selection of materials, supervision of construction development (heels, lasts, soles...), technical design, control of samples production in Spain, China, Brazil and India and new designers' tutoring.



- **Senior Designer. Design and Product Development of Women's Footwear Collection**

Farrutx | Sep 1996 - Aug 2003

Internship of 3 months, at DBA (Alberto Del Biondi Studio Design, Italy), attendance of International fairs' of components such as Premiere Vision and Lineapelle, worldwide research, presentation of projects, selection of materials and components, development of constructions, technical designs and follow up of prototypes.

Education & Training

1992 - 1996

- **Parsons School of Design - The New School**

BBA Fashion Marketing, BBA, Fashion Marketing