



Alice Lacerda

Fashion, Print & Graphic Designer

📍 London, UK

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Links

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Languages

Portuguese (Native)

English (Fluent)

About

With over ten years of experience in the apparel and fashion industry, I am a passionate and creative Print & Fashion Designer at Zione Brand, a leading online retailer of women's clothing and accessories. I have a BA in Fashion Design from Istituto Marangoni and am skilled in Print Design, Repeats, Adobe Illustrator, Textile Design, and Layout Design.

At Zione Brand, I am responsible for designing all print designs for the collection, including all-over prints and specialising in print engineering. I also research new trends and inspirations, sketch collections, present at design team meetings, build mood boards and colour palettes, and lead the print brief to present to the Creative Director. Additionally, I manage and coordinate the brand's social media and editorial content, creating copy text, editing photos and videos, assisting with photoshoots, and developing the overall concept for the collection. I have created on-brand and visually compelling looks for editorial projects with a 25% increase in social media engagement. My mission is to deliver innovative and appealing prints and collections that reflect the brand's identity and vision and resonate with the customers and the market.

BRANDS WORKED WITH

Cia da Moda

Mirjam Rouden

Victoria Beckham

Zione Brand

Experience

● Print & Fashion Designer

Zione Brand | Feb 2023 -

- Designing all print designs for the collection, including all-over prints and specialising in print engineering
- Researching new trends and inspirations, sketching collections and presenting at design team meetings
- Build the mood boards and colour palettes and lead the print brief to present to Creative Director
- Hand and technical drawings for pattern maker and production use

● Social Media Manager

Zione Brand | Jul 2020 -

- Creating copy text content for social media channels
- Editing photos and videos for campaigns
- Assisting with photoshoots
- Developing the overall concept for the collection

● Creative Fashion Stylist

Zione Brand | Jul 2020 -

- Creating a storytelling concept based on trend forecasting
- Managed and coordinated logistics for fashion shoots, including booking models, arranging wardrobe and organising props
- Photoshoot Coordination
- Accessorising samples
- Editorial Styling
- Image Selection for the campaign
- Created on-brand and visually compelling looks for editorial projects with a 25% increase in social media engagement

● Graphic Designer

Zione Brand | Jul 2020 -

- Branding and identity
- Posters, infographics, logos, brochures and flyers design: Photoshop, Illustrator and InDesign
- Social Media Management: Facebook and Instagram
- Updating the official website and Email Marketing

- **Mid-Weight Fashion & Print Designer**

Cia da Moda | Jun 2020 -



- **Textile Design Intern**

Mirjam Rouden | Dec 2019 - May 2020



- **Atelier Intern**

Victoria Beckham | Oct 2019 - Dec 2019

- **Print Designer**

Cia da Moda | Apr 2011 - Dec 2019

Education & Training

2017 - 2023

- **Istituto Marangoni**

2:1 BA (Hons),

2007 - 2011

- **Universidade FUMEC**

Bachelor's degree,