

Ana Portela

Humanoid Designing a Circular World

📍 London, UK

🕒 Ana's availability **should be discussed**

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Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Hourly Consulting, Permanent Positions

Skills

Art Direction (Advanced)

Sustainability Consulting (Advanced)

Startup Development (Advanced)

Fashion Design (Advanced)

Brand Strategy (Advanced)

Human Behavior (Advanced)

Languages

English

Spanish

French

Italian

Japanese

About

Mexican psychologist that decided to follow her dreams and take a fashion job in Italy without speaking the language (the original Emily in Paris with better style and respect for other cultures). Fast forward 10 years, living on 3 continents she found home in London. As a daughter of globalization, Ana appreciates and enjoys its benefits but now more than ever cherish and wishes to protect the local sense of community. She understands the importance of educating ourselves on different cultures to #givecredit. Traveling the world showed her first-hand the problems of the fashion industries and made her more determined to keep the promise she made to the planet as a child: to take care of it. This commitment is taken into her work; searching for better and more circular ways of living/creating. When she is not writing about herself in the third person Ana does enjoys the simple things in life, like yoga, hand embroidery, drawing, and reading from victorian Gossip Girl (aka Jane Austen) to Japanese magic realism as Natsume Sōseki. A bit of a philosopher "Stan", always trying to learn more, reading scientific reports or studying bio-mimicry she takes inspiration and determination from nature. Sustainable Fashion Languages: English (Advanced), Spanish (Native), Italian (Advanced) French (Basic) Technical: Adobe Suite CS6, Office, Advanced Mac, and Windows user Professional: Trend analysis and forecasting, garment development, communication, supplier relationship

BRANDS WORKED WITH

Alpha 211 (Uk) Limited

Arav Fashion Spa - Silvian Heach - John Richmond

LTB

Marks and Spencer

Original Creator

Profesional Independiente

Trista

Experience



● Creative Design Manager

Original Creator | Feb 2020 - Now

● Sustainable Design Consultant

Profesional Independiente | Dec 2020 - Now



● Junior Designer

Marks and Spencer | Oct 2017 - Sep 2021

● Fashion Designer

Alpha 211 (Uk) Limited | Jan 2015 - Sep 2017

Womenswear Denim Designer Design meetings with buyers and brands' designers. Designing multi-products in Denim, Twill, Chambrey, Lyocell, and Eco-leather. Developing a seasonal trend range and collections for clients. Research and shopping trips to America, the Far East, and Europe. Sourcing new suppliers and fabrics at international fashion fairs. Development trips to China and Bangladesh. Creating CAD and measurement specifications. Liaising between factories and buyers to meet deadlines. Clients: Serfine, Mothercare, Jaque Vert Group (Dash, Percis), Pennies & Primark, TU, Dunnes.



● Assistant Head Designer

LTB | Mar 2014 - Aug 2014

Womenswear and Children Multi- Product Designer Assisting Art Director with research, mood boards, sample shopping, sourcing, fit meetings and developing seasonal collections. Presenting a cohesive collection, look book, and campaign concepts while coordinating runway shows for buyers. Working with suppliers in Turkey, India, Bangladesh, and China Assisting in the coordination and supervision of 30 merchandisers and 15 designers. Meeting with the sales department and key clients to develop a more precise product according to the client's demands.

- **Assistant Fashion Designer**

Arav Fashion Spa - Silvian Heach - John Richmond | Sep 2011 - Mar 2014

Planning of new collections, according to the Wardrobe System, developed by the Università Bocconi. Creating mood boards and colour stories. Working with suppliers in Italy, India, and Bangladesh. Development trips to China. Analyzing "best sellers" and creating a "move-on" maintaining the brand's identity while being trend relevant. Developed a new men's line, in collaboration with Terry Richardson.

- **Fashion Designer**

Trista | Aug 2010 - Aug 2011