

# MARIO WINNIPEG MOREIRA

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PORFOLIO [Link web](#)

## PROFILE

Fashion designer with experience in technical production and brand communication, specialising in digital pattern making and industrial garment manufacturing. I was part of the ALEJANDRE team that won the Allianz EGO Fashion Week Madrid 2024. I am currently complementing my creative profile with training in Business Administration, focusing on design and strategic and marketing management for fashion brands.

## SKILLS & ABILITIES

### Design and Technical Production

- Pattern making and design in CLO 3D — Advanced
- Traditional and bespoke pattern making — Advanced
- Garment construction techniques — Advanced
- Knowledge of leather production — Intermediate

### Software and Tools

- Adobe Illustrator / InDesign / Photoshop — Advanced
- Excel and Microsoft Office — Advanced
- FIGMA — Intermediate

## FORMATION

### BA FASHION DESIGN.

ESCUELA SUPERIOR DE DISEÑO DE MADRID. SEPT 2021- OCT 2025

### BA BUSINESS ADMINISTRATION AND MANAGEMENT.

UNIVERSIDAD REY JUAN CARLOS. 2018 – PRESENT

## EXPERIENCE

### Intership Fashion Designer Assistant

Alejandre I Madrid, SPAIN I 2024

- Development of the winning collection for Allianz EGO at Madrid Fashion Week September 2024 as part of the creative and production team.
- Creation of multiple garments in direct collaboration with the lead designer, **responsible for pattern making and garment construction**, optimising finishes and ensuring technical quality control.
- **Rectifying and planning** the construction of the **leather garments**, leaving everything **ready for the leatherworker**.
- **Support** in the production of the **Fashion Film** and creation of the **collection's Lookbook**.
- **Backstage collaboration during** the presentation at **Madrid Fashion Week**.

**Reference:** SANDRA PREÑARANDA ALEJANDRE info@alejandrestudio.com

### COMMUNICATION SPECIALIST

D-SAS-3 I Madrid, SPAIN I 2023-2024

- **Integral brand communication** management: **social media, editorial content, casting and art direction**.
- **Coordination of model preparation** and presentation during events, notably Inizia Gallery.
- **Development of content strategy** to increase brand visibility at contemporary fashion events.

### SHOP ASSISTANT

H&M I Madrid, SPAIN I 2018 – 2019

- Rotation through various H&M stores in the center via Randstad for one year.
- **Performing warehouse tasks:** picking, **warehouse organisation**, garment **alarming and inventory management**.
- **Customer service** in fitting rooms and sales floor as team reinforcement.

## ACHIEVEMENTS

Team at ALEJANDRE Allianz  
EGO Winner FW24

## LANGUAGES

Spanish native-fluent  
English advanced