

# Alexandra Yeaggy

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## Experience

### YEAGGY CORPORATION

Dec. 2012 – Present Los Angeles, CA

#### Owner of Yeaggy Bridal

(Luxury hand-beaded Bridal & Honeymoon-wear)

- Enhanced gown designs with multiple-use versatility. Drove 60% increase in sales, increased brand appeal

#### Owner of Yeaggy Denim

(Luxury hand-beaded Denim Jackets)

- Only brand offering hand-beaded Bridal Denim, available at Kleinfeld's, as seen on "Say Yes to the Dress!"

#### Creative Director of The Lido Collection

(Women's Luxury Leisurewear Silks)

- Design management, development and direction of content and photoshoots, curating brand's identity

### YEAGGY ATELIER

Dec. 2012 – Present Los Angeles, CA

A Fashion Design & Fashion Product Development Company to various fashion brands.

- Brand Development
  - Hangtag & logo design, seasonal color boards, and Trend & Cool-Hunting
- Design Development
  - Sketching, High-Fashion Illustrations, and Tech Packs via Adobe Suite and CAD
- Effective Budget Creation
  - Comprehensive style development proposals, optimizing financial efficiency
- Sourcing Management
  - All fabrics and trim, maintaining relations with 100+ global textile wholesalers
- Product Development Management
  - All supplies, garment development, patterns, and samples
- Production Management
  - All clients' orders, ensuring on-time delivery via WIPs, overseeing cuts and QC
- Tradeshow Representation
  - Logistics management & leading sales, resulting in over 75% of new client orders

### ROCOCO

Dec. 2012 – Dec. 2015 Malibu, CA

#### Senior Designer

(Women's High-Fashion F/W '13 – '15 Collections)

- Conceptualized and hand-designed unique styles based on direction from the Creative Director
- Increased sales by transforming key trends into commercially successful products for the Luxury market

#### Head of Production

(Women's High-Fashion F/W '13 – '15 Collections)

- Managed each step of Product Development – Sourcing, pattern & sample making, and fittings
- Managed each step of Production – Overseeing all cuts, QC, and utilizing WIP report to guarantee delivery

### HANEY

April 2013 – April 2014 Los Angeles, CA

#### Senior Designer

(Women's Prêt-à-Couture F/w '13 – '14 Collections)

- Translated the Creative Directors input into bespoke designs, developing Tech Packs using Illustrator
- Hand-designed High-Fashion illustrations featured in Creative Director's branding & marketing campaigns

#### Head of Production

(Women's Prêt-à-Couture F/w '13 – '14 Collections)

- Directed the entire product development process through sourcing, managing fittings and sample creation
- Managed full production workflow, overseeing cuts and QC, utilizing WIP report to ensure timely delivery

## Education

(Fluent in English and Italian – Advanced in Spanish)

### L'Accademia Koefia di Alta Moda e Costume

Oct. 2005 – July 2008 Rome, Italy

- Masters in Fashion & Costume Design, Masters in Tailoring & Pattern-making, Masters in Product Management

### University of California, Berkeley

Sept. 2000 – May 2005 Berkeley, CA

- Bachelors Degree: Art Practice, Minor: Business Administration (Haas School of Business), Minor: Italian Studies