



ELISSA GENNELLO
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OBJECTIVE

To find a balance between integrity of design and art while choosing trim and processes that keep cost-efficiency and the environment in consideration.

EXPERIENCE

FREELANCE GRAPHIC DESIGN

Prophet & Son - Current - Women's & Men's Graphic Designer including logo, branding, tshirt graphics, textiles and website
Hillary Thomas Designs - Current - Graphic Designer of website, linesheets, textiles, logo and advertisements

Little Honey - Ongoing - Graphic Designer of logo, textiles, photo-retouching and packaging

Madonna - 2009 - Graphic Designer of apparel graphics and textiles for her contemporary clothing line

Elwood Clothing - 2009 - Women's Graphic Designer including textiles, tshirt graphics, flyer and logo design

Mossimo - 2009 - Men's Graphic Designer for all textiles and linesheets

Looseleaf Clothing - 2005 Design business cards, advertisements, linesheets, trim packages, T-shirt graphics and web graphics. Storyboarded and picked fabrics for Fall 2005 line.

VICE Magazine - 2001 - 2004 Design flyers for all special events. Took on a dual role of Art director and designer for advertisements for Vice to be placed in other magazines.

DESIGNER / GRAPHIC DESIGNER April 2007 – April 2008 Crash and Burn

227 S. 6TH Ave.

City of Industry, CA 91746

www.crashandburnapparel.com

Apparel/graphic design for edgy, contemporary, rock and roll based women's line. Oversee design and artwork for Glamour Group consisting of knit tops, dresses and jackets and woven jackets. Develop fabric with factories overseas. Created a range of products, from simple graphic prints on clean silhouettes to all over prints to apparel embellishments with sequins, appliqués, and embroidery. Fabric and sample shopping to stay on target with current trends. Spec garments. Create techpacks. Oversee communications and prepared files for factory. Created and produced all marketing materials including, but not limited to, Photoshoot, Lookbook, Brand Profile, Advertisements, Designer Profiles, Business cards, Letterhead, Postcards. Clients include Metropark and Planet Funk.

ASSISTANT DESIGNER Nov. 2006 – April 2007 Gramicci

880 Hampshire Rd.

Westlake Village, CA

www.gramicci.com

Assistant Men's designer for outdoor apparel company whose focus is incorporating outdoor-market right designs with a concentration in technical design. Assist in design for all Menswear geared towards the rock climbing and outdoor market. Clients include R.E.I. and Macy's. Created fashion designs, CADs and techpacks. Graphic design of textiles and screen-prints for T-shirts. Fabric and sample shopping to stay on target with current trends. Supervised fittings. Oversee communications and prepared files for factory.

GRAPHIC DESIGNER Feb. 2004 – Nov. 2006 Smack

860 S. Los Angeles St.

Los Angeles CA 90014

www.buysmack.com

Apparel/graphic design for hip, girly, kitschy apparel company whose focus is incorporating trend right designs with a concentration in art and design. Oversee design for all underwear, lounge wear, bathing suits and T-shirts within the Smack brand image marketed towards the teen demographic. Clients include Topshop Juniors and Women's department, Urban Outfitters stores and website and Wetseal. Created a range of products, from simple graphic prints on clean silhouettes to showcase the artwork to apparel embellishments with sequins, appliqués, rhinestones, bows, lace and hanging ornaments including hearts, stars and anchors. Graphic design of hang tags, trim packages, press releases and prospectus. Fabric and sample shopping to stay on target with current trends. Supervised fittings. Oversee communications and prepared files for factory. Liaison for communications between Smack and buyers.

GRAPHIC DESIGNER Nov. 2003 - Jan. 2004 Wilhelmina Models

7257 Beverly Blvd.

Los Angeles CA 90036

Graphic designer for all inhouse needs including catalog and brochure development, model retouching, along with design of all promotional items.

PROGRAMS AND PROFICIENCIES

Adobe Photoshop CS3, Illustrator CS3, Indesign, Quark, Dreamweaver, Microsoft Office, iMovie, iWeb, Audacity, HTML, Mac and PC Trained, Flat sketch, Draw with pencil, charcoal, pastels. Paint with acrylics. Works well with others. Highly creative and motivated. Completed classes in Pattern Making and Fashion Design.

RELEVANT EXPERIENCE

Styling for Vice & Lemonade, Modeling for Coke, Vice, Wildfox Couture, American Apparel, Alba-Rosa, Wooden Mustache, Beautiful Decay, Kitson, Rerock, Trumanity, Tachee & Cheetah

EDUCATION

Art Institute of Los Angeles - 1999-2001 Associate of Science Graphic Design Degree.

REFERENCES

Todd B (former owner of Looseleaf)	Head of Woven's Design	JOHN VARVATOS	1 213 445 7911
Suroosh Alvi	Owner / Founder	VICE MAGAZINE	1 718 599 3101
Sophie Marquart	Owner	SMACK UNDIES	1 323 309 2350