



## JAIME FORNARI

### GRAPHIC DESIGNER

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4607 N. Sheridan rd Chicago IL 60640

**Objective** Graphic designer, eager to develop prestige designs to contribute to brand awareness.

## Experience

SALES  
ELEMENTS  
2007-2011  
CHICAGO,IL

Present high end merchandise to affluent clientele

Visual merchandising

Contribute to and update website design

Design marketing material

STORE OWNER  
ABC  
2004-2006

BRUSQUE,SC - BRAZIL

Attend fashion shows and private showrooms

Visual merchandising

Design marketing materials

HEAD DESIGNER  
ALLAZ  
2002-2004  
BRUSQUE,SC - BRAZIL

Weekly design collections for women ready-to-wear (including sold-out collections)

Select and purchase fabrics

Coordinate production with department team

Design marketing material to create brand identity

HEAD DESIGNER  
MAFEZZOLI SHOES  
2000-2002  
FLORIANOPOLIS,SC - BRAZIL

Design seasonal collection, increasing sales 30%

Select and purchase leather and accessories

Extensive research process

Co-design marketing material to create brand identity

## Education

ASSOCIATE DEGREE IN GRAPHIC DESIGN  
PRESENT  
ILLINOIS INSTITUTE OF ART-CHICAGO  
CHICAGO,IL

Related courses: image manipulation, intro to typography, digital illustration, photography, type and image, digital layout, conceptual design, print production

ASSOCIATE DEGREE IN FASHION DESIGN  
2001  
SENAI  
BLUMENAU, SC - BRAZIL

Related courses: drawing, fashion drawing, sketches, pattern design, history of art, history of fashion, sociology of fashion, sewing, marketing, visual merchandise, product research, brand and development of new products

**BEST BRANDED COLLECTION AWARD SENAI, FALL 2001**

## Skills

IN DESIGN  
ILLUSTRATOR  
PHOTOSHOP  
BRIDGE  
POWER POINT  
WORD  
COREL DRAWN

## ADDITIONAL SKILLS

FONT CONSTRUCTION  
PERSPECTIVE  
HAND DRAWING  
PHOTOGRAPHY  
INTERNET  
TRENDS ANALYSES

