

Sal Gonzalez

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Fashion Qualifications and Capabilities

- Self motivated hard worker with excellent attention to detail, and creative passion that is co-operative and works well individually and with a team
- Confident and experienced in creating, rendering and designing technical and artistic fashion illustrations and flats
- Aware and well informed in fashion knowledge with extensive courses and a passion and excellent eye for style and fashion design

Fashion Design Education

Blanche Macdonald | Vancouver, BC, Canada
Fashion Design Diploma

January 2011 – December 2011

Selected Fashion Courses and Concept

Fashion illustration I, II, III, Portfolio Presentation

- Gained experience in drawing fashion croquis, flats, and fully rendered fashion illustrations
- Experimented with different forms of media and paper to create unique styles of finished fashion illustrations
- Explored and expanded artistic abilities through workshops and assignments including weekly model drawing, fashion illustration pastiches, varieties of fabric rendering, and reports/projects inspired by fieldtrips to various art shows
- Created and designed a fully rendered portfolio with 20 complete fashion looks, with finished front and back flats for each garment, fabric swatches, and inspirational pages

Design collections I, II

- Explored different design ideas and concepts by researching and sourcing varieties of inspirations and fabrics.
- Designed small collections, story boards and weekly assignments, and participated in class critiques through presentation of our own ideas to be evaluated, and by giving feedback on others work
- Furthered our knowledge of components of collections and design continuity
- Completed a final collection of 15 looks based on a inspiration of our choice

Pattern Making and Garment Construction I, II, III, IV

- Studied extensive pattern making concepts and techniques, and practiced through pattern making of assigned garments and eventually pattern making of our own designs
- Gained experience in garment construction through weekly demonstrations which were followed with assigned sample sewing. Other projects included constructing assigned garments, and later construction of our own designs
- Learned and gained experience in fitting a fit model and making required adjustments

Fashion Awareness I, II

- Extensive examination of all aspects of the fashion industry including detailed research and information on a large variety of designers
- Learned extended knowledge on fashion events, fashion icons, modern fashion and historical fashion styles and trends throughout the 20th Century

Work Experience

iDaburn Salon, Vancouver, B.C.

Senior Hairstylist

October 2010 – October 2011

- Doubled client base in three months.
- Educated clients on home hair care techniques.
- Improved customer service ratings by 20% annually.
- Analyze patrons' hair and other physical features to suggest hair styles.
- Exceed monthly sales goals on a consistent basis.

Space07 Salon, Sacramento, California

Senior Hairstylist

April 2005 – May 2009

- Implemented strategies to build business relations and client base through word-of-mouth and internet marketing.
- Doubled client base in four months.

Mosaic Salon, Sacramento, California

Hairstylist

January 2001 – March 2005

- Responsibilities included cutting, inputting relaxers, coloring and texturizing.
- Performed on-site hair care sessions for current clients interested in home care techniques.
- Answered phones and scheduled hair appointments.
- Participated in local fashion shows and national hair showcases.