

NAYELI FIGUEROA

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EDUCATION

Columbia College Chicago - Chicago, IL

August 2022-May 2026

Bachelor of Arts in Fashion Studies: Concentration in Product Development and Design

GPA: 3.98

Relevant Courses:

- *Patternmaking and Construction I-III* - developed knowledge of patternmaking, draping, and construction techniques to create garments on muslin and final fabric.
- *Digital Patternmaking* - Used Browzwear VStitcher to create a 3D designed 5 look collection.
- *FSF Scholarship Competition Class* - Created a product development and design case study between a fashion brand and non-fashion brand for a submission on a national scale.
- *Concept to Consumer* - Partnered with NYC Loulette Bridal to design avant-garde wedding attire, emphasizing uniqueness, inclusivity, and storytelling.

HONORS, AWARDS, AND EXTRACURRICULARS

- *Haystack-Columbia College Chicago Fellowship Recipient* Summer 2025
 - *Selected to participate in a 2-week Fiver Studio Session and developed expertise in garment repair, reconstruction, and upcycling techniques.*
- *Picture Perfect Modeling Troupe Member* Spring 2024- Spring 2026
 - *Modeled in fashion shows and editorial projects, gaining insight into garment fit, movement, and presentation.*
- *Dean's List - School of Fashion* Fall 2022- Present

EXPERIENCE

Nordstrom Inc. - Skokie, IL

August 2025 - April 2026

Part-time Women's Trend and Young Contemporary Salesperson

- Provided personalized styling and product recommendations, building strong understanding of fit, customer preferences, and garment functionality.
- Achieved \$65,492 in Q4 sales through clienteling and product knowledge.
- Developed client relationships and tracked preferences using personalized styling tools and follow-up systems.

Inditex ZARA Retail Company- Skokie, IL and Chicago, IL

May 2024 - June 2025

Part-time Women's Department Sales Associate

- Maintained product presentation aligned with brand standards, reinforcing understanding of garment quality and visual merchandising
- Supported high-volume retail operations, contributing to a 33% increase in daily sales (\$30K+) during peak season
- Strengthened attention to detail through organization of inventory, returns, and floor replenishment

SKILLS

Professional: Garment Construction, Technical Design, Patternmaking, CAD Creation, Garment Evaluation, Tech Packs, Design Research, Cross-functional Collaboration

Technical: Adobe Illustrator, Photoshop, Browzwear, Microsoft Office, Google Suite, Canva