

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 Design

GPA: 3.95 (Dean's List)

Relevant Coursework: *Patternmaking and Apparel Construction I-III, Adobe and Photoshop Strategies in Fashion Design, Browzwear 3D Patternmaking, Concept to Consumer- Product Design*

Fashion Scholarship Fund Competition

April 2025- October 2025

Independent Course Project - FSF Participant

- Developed a partnership between YETI and the Chicago Transit Authority to create sustainable, customizable drinkware, addressing budget challenges and fostering community connections.
- Conducted brand, market, and consumer behavior research to inform concept direction and identify collaboration opportunities.
- Designed a cohesive capsule collection supported by concept moodboard, color, and fabric/trim selection, sketches, CAD, and technical flats in Adobe Illustrator.

Haystack-Columbia College Chicago Fellowship - Deer Isle, ME

June 2025

Fiber Studio Session 1 - Fellowship Recipient

- Presented an exhibition showcasing sustainability in craft, focusing on material storytelling and preservation of garments to link unity and immigration rights.
- Transformed denim pants into a high-fashion handbag by creating patterns that utilize deconstructed techniques, preserving seams, pockets, and the textile to retain aesthetic appeal and reduce waste.
- Utilized AI tools to create, edit, and finalize the technical flats of the final product, along with callouts to highlight its components.

EXPERIENCE

Nordstrom Inc. - Skokie, IL

August 2025-Present

Part-time Women's Trend and Young Contemporary Salesperson

- Delivered personalized customer service by assisting and informing incoming clients about current in-store product offerings, ensuring that selections align with their individual needs and preferences.
- Generated \$65,492 in net sales during the last quarter of 2025 through strategic upselling, cross-selling and styling appointments.
- Built and maintained a loyal client base by utilizing a personal book for follow ups, creating personalized styling boards, and informing 12 clients about new arrivals and promotions.

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

May 2024-June 2025

Part-time Women's Department Sales Associate

- Delivered high-level customer service by effectively communicating product information, resolving issues, and upselling, contributing to a positive shopping experience.
- Contributed to surpassing the stores profit margin goal of the day by 33% (\$30K+) during the summer 2024 sale season by implementing effective sales strategies and clienteling techniques .
- Maintained store environment according to brand guidelines by organizing returned items and ensuring a clean and tidy sales floor.