

personal
info

Simona La Torre

fashion/ product designer



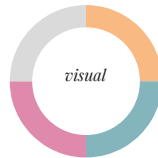
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Passionate about project. I am particularly attracted by identity aspects, technical innovations, aesthetic suggestions implied in clothing and also by the configurations of patterns and many possibilities offered by the knitted design.

My passion consist of every projects' phases, from the idea until the sketch, the material's choice and the final production of the clothes.

Every project represent a new challenge to me and win it mean to design thinking about an innovation, a concept to be worth realize it.

skills



- illustrator
- photoshop
- InDesign
- Sketchbook



- rhinoceros
- cinema 4D
- Vray
- SketchUp



- modellistica
- confezione
- maglieria



- mano libera
- vettoriale

education

2010-2013- Iuav Univeristy of Venice - Faculty of design and arts

Graduate degree programme in product and fashion design - summa cum laude.

november-dicember 2012 - Iuav Univeristy of Venice - Faculty of design and arts

Corso perfezionamento: Dalle forme all'abito. Modellistica creativa per designer.

2005 - 2009 Palermo University - Architecture Faculty

Bachelor's degree in industrial design, summa cum laude.

2000 - 2005 - High school - "G. Galilei"

Scientific degree (85/100).

Languages

Italian: mother tongue

english: B2 comprehension and conversation, B1 reading and writing

spanish: C1 comprehension and conversation, reading and writing

(certifications are available on request).

Driving license B.



2008

“Il Design per Nutella” - Ferrero, in collaboration with Interni magazine.

Workshop “Il Design per Nutella”, Classified among the semifinalists. Conception and production of a fan object to improve the consume of Nutella, matching style and functionality, mixing projects innovation with the tradition and the brand’s history.

2007

Bassetti - Vincenzo Zucchi S.p.A.

Attended two-days stage in a Bassetti store situated in Palermo in order to suggest new ideas for the Bassetti Grand Foulard.



September - october 2010

Lema S.p.a - Como - Italia

ComON design contest “il riciclo di un idea”. Winner with Fabio Nucatolo.

position: product designer.

task: redesign of the table “Resegone”, an Enzo Mari’s project of 1988, project for Lema.

Named “Comera” has been exposed in Como during the creativity’s week, october 2010.

June - july 2010.

Mediterranea engineering s.r.l. - Palermo - Italia

Working as freelancers in partnership with Fabio Nucatolo, for the requalification of a tourist residence.

position: product e interior designer.

task: proposal of the furnishings in accordance with the prefixed budget, 3d modeling and rendering of the hall, the bar, the prospectus and of the principal types of rooms. Hall’s bench and bar counter concept design.

February 2009 - february 2010

Lotto Sport Italia - Trevignano (TV) - Italia

position: Junior footwear designer .

task:

- research of new trends, moodboard, which shall include the choice of colors and materials.
- footwear’s proposal, drawn freehand and then presented through vector drawings and photo-realistic render (some shoes have come into production).
- graphic design for collections of sandals and slippers.
- preparation of technical specifications for product development and data sheets for the commercial.
- study of different colors and materials for limited editions.

January - february 2009

RC&C - Impresa di Comunicazione e Marketing - Palermo - Italy

position: grafico editoriale.

task:

- layout, especially for the university newspaper.
- creating logos and brochures for some hotels and public institutions.
- illustrations for the advertising of some business activities.

January - april 2008

Onde Design Consulting - Palermo - Italia

position: junior Footwear designer in a Polo Ralph Lauren’s project.

task: research of new trends, moodboard, design proposal of ten sneakers suitable for the Italian market.

Social and organizational skills

Good interpersonal skills and to work in team, matured, too, through the university experience, the workshops in groups, internships and work experience.

I'm intuitive in finding solutions, determined and with a great sense of responsibility. I'm able to manage the unexpected that I lie ahead.

The many years of competitive sports have strengthened my ability to share common goals and at the same time, the competitive spirit, taught me to look for the way to emerge from the group.

Good abstraction skills and concept generation, during the brain storming phase.

Technical and computer skills

Good expertise in pattern and moulage, excellent ability in tailoring and knitting with manual machines (I own a 12 knitting machine Singer), studies done during the Iuav fashion laboratory.

I have a good command of photographic, acquired during the course of Photography at the University of Palermo, which is complemented by an excellent knowledge of photo editing programs (such as Photoshop).

Artistic skills

I am careful to the aesthetic sense of things, very precise and strict with myself.

In practice, I have a good manual ability in drawing, both hand drawing and vector.

I am able in the production of small models and prototypes.

Passionate in the production of photorealistic images by the use of photo-editing and rendering programs, skills acquired attending the course in industrial design and working in Italy Lotto Sport.