

Xochil Herrera Scheer

1307 S. WOLF ROAD
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708.790.5190
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Skills

FASHION TECHNICAL: Product Development for Apparel (Sportswear, Activewear, Knits) and Accessories, Pattern Making, Grading, Sewing, Technical Design, Fabric Sourcing and Development, Textile Knowledge, Leather and Fur Construction, Advanced Tailoring and Garment Redesign

COMPUTER: Adobe Photoshop and Illustrator, Optitex Pattern Design, Gerber Accumark Pattern Design, Microsoft Office

MANAGEMENT/CUSTOMER SERVICE: Managing employees and contractors, project schedules and operations, sales, inventory and pricing. Experienced in product development, merchandising, retail buying, and event planning.

Freelance Experience

2004-Present **Xochil Herrera Scheer Fashion Design Services:** Pattern making and sample sewing for designers and Apparel companies. Designed sports wear and evening wear for clients under independent label. Services includes pattern making, technical design, fabric sourcing, line development, production samples, sewing and tailoring.

Clients/Projects: Diamond MMA, Rayjus Outdoors, Borris Powell, Glass House Shirtmakers, Lauren Lein, Crescendo Apparel, Blake Standard, Doc Froc, Cotton Candy Couture, Smashing Golf & Tennis, The Giving Bride, Ellie Day, Skate Armor, Pine & Plastic, Casual Friday Apparel

2009-2011 **The Image Studios:** Tailoring and advanced clothing re-design services for professional client wardrobes. Worked directly with stylists and image consultants to achieve strong results for client's "personal branding."

2005 **House of Blues - Chicago:** Designed and constructed cocktail uniforms (Oct. 2005) and women's shirt (Jan. 2005) for restaurant employees and for sale in the Company Store.

Job Experience

2012-2014 **The Apparel Agency** Chicago, IL
Product Development Manager

Works together with a team of professionals offering product development services, business and brand strategy, and production services. Works directly with clients, comprehensively throughout each stage of development. Work includes fabric and material sourcing and development, technical design, pattern making, and product design. Apparel and accessory sewn products are prepared for prototyping and production. Manages support staff, internship program, and works directly with fabric mills, vendors and factory sub-contractors. Attends domestic and international trade shows, including TexWorld USA, Premiere Vision, Indigo, Kingpins, TexWorld Paris, Premiere Vision Plur/El Paris, Modamont, TexProcess Americas.

Clients/Projects: FOMO Activewear, Hank USA, Moxie Cycling, Robyn Glaser Home, 1420 Collection, Stella Blu Clothing, All The Numbers, Molly Ades Maternity, Iguana Med, Michael Alan Stein, Kore Extreme, Hershey's Chocolate World

2009-2012 **Turley Road** Chicago, IL
Pattern Maker

Worked with owner and creative director to design new styles, and revised existing patterns. Managed pattern library. Graded all patterns to specified sizes, and cut for small production. Sewed fit samples for new styles and worked with sewing contractor.

2006-2009 **Eliana Lily Chicago and Blo Salon and Spa** Chicago, IL
Design and Restyling Manager; promoted to General Manager

Managed Custom Clothing, Restyling and Handbag department, including design, patterns, fabric selection, construction and finishing. Handled vendor relations, inventory, pricing, customer service. Assisted in retail buying. Oversaw up to 15 employees and internship program. Involved in event planning partnering with organizations, charities, and fashion/trunk shows including Lincoln Park Chamber of Commerce, Poor Little Rich Girls, Yelp.com, and In Style magazine. Created all promotional materials including signage, posters, flyers, mailings.

2005-2006 **The Illinois Institute of Art - Chicago** Chicago, IL
Fashion Department Tutor

Helped students in sewing, pattern making, draping and computer skills. Created handouts for instructor lessons.

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Education

2008-2009	DeVry University - Keller Graduate School of Management Graduate Certificate in Business and Entrepreneurship	Oak Brook, IL
2003-2006	The Illinois Institute of Art - Chicago Bachelor of Fine Arts - Fashion Design; 3.8 GPA, Dean's List, Merit Scholarship	Chicago, IL
2001-2003	Madison Area Technical College Pattern Making, Sewing, Lingerie Construction, and Custom Fitting	Madison, WI

Professional Organizations

2014-Present	Board Member of Fashion Group International - Chicago
2013-Present	Academic Advisory Board Member of The International Academy of Design & Technology
2010-Present	Member of Fashion Incubator
2009-Present	Member of Apparel Industry Board of Illinois
2007-2009, 2013-Present	Member of Fashion Group International - Chicago
2009-2011	Board Member of The Illinois Institute of Art - Chicago Alumni Chapter
2009	Panelist Judge for The Illinois Institute of Art - Chicago FAME Student Fashion Show

Tailoring & Photoshoots

Tailor on-set for photoshoots, working with stylist team and talent to create a well-fitting cohesive look.

November 2010	InStyle Magazine photoshoot featuring Carrie Underwood.
November 2011	Men's Health Magazine photoshoot featuring Henry Cavill.

Fashion Shows

Participation and production of fashion shows.

Winter 2009	Poor Little Rich Girls' Battle of the Boutiques (created five ensembles for Eliana Lily)
Fall 2005	Unity In Diversity Fashion Show - House of Blues (produced; created 30 ensembles)
Spring 2005	Latin Designers' Fashion Show (co-produced, created eight ensembles)
Fall 2005, 2006	Participated in Fashion Focus Chicago "Street Beat" Fashion Show
Spring 2005, 2006	Participated in Student Fashion Shows: Inspired 2005 and FAME 2006
Spring 2006	ILIA Campus Display
Fall 2005	ILIA School Newsletter
Fall 2005	Hedwig Dance Company Fundraising Event
Fall 2005	Fashion Focus Chicago Display

Press

Featured in the articles and media outlets including television.

Spring 2010	The Illinois Institute of Art - Chicago, Alumni Newsletter
May 2008	"Chicago's Secret to Restyling that Bridesmaid Dress", <i>MODA Fashion Gazette</i>
Sept. 9, 2007	Segment featured on <i>190 North</i> , ABC 7 Chicago
July 2007	"New Style in Old Town", <i>The Real Chicago</i>
June 2006	<i>New City Chicago</i>
October 2005	"Unity in Diversity Fashion Show", <i>Chicago Fashion Magazine</i>
May 16, 2005	"Co-ed Couture", <i>Chicago Sun Times</i>