




 <https://www.ralfiegarcia.com>

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Education

Aug. 2019
Nov. 2019
Design Intensive
Pensole Footwear Academy
2D Footwear Design

Sep. 2017
Jun. 2019
Bachelors of Science Degree
Fashion Institute of Design & Merchandising
Business Management

Sep. 2015
Jun. 2017
Associates of Arts Degree
Fashion Institute of Design & Merchandising
Merchandise Product Development

Key Qualifications

- Adobe Creative Cloud: Ai, Indd, Psd
- Blender
- Color & Materials Design
- Concept Creation
- Footwear Design
- Graphic Design
- Presentation Boards
- Organization
- Strategic Problem Solver
- Trend & Market Research
- Verbal & Written Communication
- 2D Hand Sketching

Volunteering

Mar. 2022
Apr. 2022
Triple Threat x Jordan Wings Program
Assisted kids between the ages of 14-18 to design a poster. Blessed to have been apart of the CHI Team.

Ralfie Garcia

Footwear & Graphic Designer

A designer who fearlessly explores their curiosity through unapologetic actions, bringing substantial value to the industry.



Footwear Design Experience

Jr. Footwear Designer - Charly USA

Feb. 2022
Jan. 2023

- Designed new lifestyle uppers for AW 2023
- C&M/Merchandise Men's & Boy's Footwear collection
- Mock up tech packs from scratch for new uppers and tooling silhouettes
- Revise pullovers with updated specs through tape ups and 2D technical drawings
- Constantly researching sport & culture to design new and better performing products
- Created new blueprint for direct injected tooling

Pensole Design Academy

New Balance D.W.S Program (2021)

- Lead our team to design a "Made Here" collection that reflects Detroit, MI manufacturing history. As a team, we collaborated to create an outstanding Marketing, Footwear, Apparel, and C&M project. Three people out of our six person team won awards for their work

Allbirds B.R.D Program (2021)

- Explored the "Lifecycle Assessment" to discover a solution that decreases the carbon footprint from manufacturing through a traditional hands on experience

New Balance F.F.F Program (2020)

- Designed a minimal runner for fast pace life occasions in Brooklyn, NY

Footwear Design Intern - Supra Footwear Co.

Apr. 2018
Dec. 2018

- Produced seasonal color palette and trend boards to guide design direction
- Designed seasonal colorways and sourced materials for Crown and Kids line
- Execute detailed tech packs for seasonal product: Footwear, T-Shirts, and Accessories
- Developed/designed quick to market products for special projects: Team Rider colorways, DTC, and Collaborations
- Initiated seasonal VLPs and overviews to present to sales meetings and departments throughout the office



Graphic Design Experience

Freelance Graphic Design Assistant - Teddy Fresh

Jun. 2021
Jun. 2021

- Update art for screen-print and embroidery
- Re-design Hila Klein's drawings into vector art for production
- Generate tech packs for print-ables and accessories
- Re-color graphics for production
- Create CADs for production

CAD Artist - Hybrid Apparel

Apr. 2019
Aug. 2019

- Composed F/W 2020 seasonal color palette and trend board to guide design direction for Caliville and JunkFood
- Generated F/W 2020 seasonal plaids for Levi Strauss & Co. and JunkFood accounts
- Designed new varsity jacket body for Caliville F/W 2020 Account
- Renovated tech packs for "Branded" accounts: Knits, Print-ables, & Wovens
- Refreshed seasonal VLPs, buy plan's and overviews to present to sales meetings, departments throughout the office, and retailer accounts

Merch. & Design Intern - Volcom LLC

Oct. 2017
Dec. 2017

- Assembled collections to present to sale meetings, production meetings, and photo-shoots
- Assisted the design team for upcoming seasonal meeting, sales meetings, and team reviews
- Created VLPs to be presented to all departments of the office
- Revised tech packs with new specs and CADs for factory production

Design Intern - HUF Worldwide

Oct. 2016
Jul. 2017

- Designed new graphic for a 6 panel hat released Summer 2018
- Responsible for creating multiple weekly US retailer sales reports every week about products being sold in retailers worldwide
- Assisted the design team with color, trend, and design analysis
- Updated/Created technical packs for factory production for footwear and apparel
- Prepared seasonal meetings about upcoming product
- Provided assistance in creating seasonal look books