

Matthew Rodriguez

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LINKS

[Portfolio](#)

PROFILE

Designer with experience in accessories including handbags, small leather goods, and soft accessories. Proficient in Adobe Illustrator and Photoshop, with extensive experience in creating flats, logos, technical specs, and CAD. Proven expertise in sample review, quality control, and ensuring high standards of craftsmanship and visual consistency. I am adept at managing multiple projects simultaneously while maintaining detailed execution standards, and I am committed to driving innovative design solutions and contributing to a collaborative, team-oriented environment.

EMPLOYMENT HISTORY

May 2023 — Present	Sewing/Embroidery Specialist, Stoney Clover Lane	New York City
<ul style="list-style-type: none">Execute precise customization orders, ensuring adherence to technical design specifications and customer requirements.Sew hundreds of patches on luxury bags daily, maintaining high standards of technical accuracy and workmanship.Review samples to ensure the quality and consistency of pre-customized items, collaborating closely with the visual marketing team.Build and update technical specs for bags and soft accessories using Adobe Illustrator.Organize merchandise bays for visual merchandising, ensuring visual consistency and optimal presentation.Assist with various operational tasks, including sales, stock management, and customer consultations.		
Apr 2023 — Present	Store Associate/Embroidery Specialist, Camp NYC	New York City
<ul style="list-style-type: none">Led the Retail Embroidery Team, managing and executing customization orders with a focus on technical accuracy and aesthetics.Deliver exceptional customer service and drive sales through engaging visual displays and interactive experiences.Oversee merchandise handling and store organization, ensuring efficient and smooth operations.Create and manage embroidery placement sheets to ensure precise and high-quality customization.Maintain communication with team members to resolve technical issues and ensure all corrections are communicated.		
Mar 2019 — Present	Social Media/E-Commerce Manager, Various	Remote
<ul style="list-style-type: none">Managed and grew social media presence across Instagram, TikTok, YouTube, and Soundcloud for multiple brands, implementing effective SEO and content advertising strategies.Developed and managed creative content, regulated posting schedules, and engaged with a combined fanbase of over 8 million followers.Established and maintained e-commerce stores, overseeing all aspects of online sales, order fulfillment, and customer service.Utilized Adobe Photoshop to create visually appealing social media graphics and marketing materials.Coordinated with cross-functional teams to ensure cohesive branding and messaging across all platforms.Raised followings from 0 to 19,000+ on Instagram and 0 to 250,000+ on TikTok for @mouse.ny. Increased followers from 10,000 to 24,000+ for @foofoofoo. Grew following from 6.5M to 8.2M+ for @YeahImCaroline. Designed clothing collections and merchandise lines.		

EDUCATION

Aug 2022 — May 2023	Associate's Degree in Fashion Design, Fashion Institute of Technology	New York City
Practical experience with Gerber Yunique PLM.		
Aug 2019 — May 2022	Bachelor's Degree in Fashion Design, Buffalo State University	Buffalo

SKILLS

Fashion Design	Experienced	Patternmaking	Experienced
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Technical Design	Experienced	Gerber Yunique PLM	Experienced
Garment and Accessories Construction	Expert	Detail-Oriented Execution	Experienced
CAD Software	Experienced	Time Management	Experienced
Adobe Illustrator	Expert	Team Collaboration	Experienced
Adobe Photoshop	Experienced	Organizational Skills	Experienced
Microsoft Office	Experienced	Problem Solving	Experienced
Creating Flats and Technical Specs	Experienced	Creativity	Expert
Sample Review and Quality Control	Experienced		

REFERENCES

References available upon request