

WILLOW CAO

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EDUCATION

PARSONS SCHOOL OF DESIGN

Fashion Design BFA & Communications Design Minor

Dean's BFA Scholarship recipient.

Sept 2019 - May 2024, New York, NY

SKILLS & PRESS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Microsoft Office Suite (Word, Excel, Outlook), Google Suite, Lectra Kaledo (Print & Weave), Rhino 7, & Chinese (Verbal).

Jewelry designs were featured in Vogue and Elle Magazines. Worn by celebrities including Maye Musk, Gabbriette, Wendy of Red Velvet, Winter of Aespa, Yuqi and Minnie of (G)-Idle, and more.

EXPERIENCE

AMANDA PEARL, Jewelry Designer

Sept 2023 - Present, New York, NY

- Designed 7+ sustainable fine jewelry pieces taken into production within 3 months.
- Create specs, source jewelry parts, & work with local vendors in Diamond District for production.
- Use Adobe to create social media photo & video content for Instagram and marketing emails.

DAVID YURMAN, Women's Design Concepts Intern

June 2023 - Aug 2023, New York, NY

- Created Photoshop exploratory designs for Ooak, Artist Series, & Featured jewelry collections.
- Worked on PLM, inventory, and stone organization.
- Designed a group capstone jewelry collection that encompassed brand values. Presented to executives including Evan Yurman.
- Gained knowledge of production of fine jewelry, gemology, and understanding of DY teams.

TALBOTS, CAD Design & Woven Tops Intern

June 2022 - May 2023, New York, NY

- Worked with Kaledo Print and Weave programs to clean, color separate, create repeat prints, and colorways to be packaged for mills and in-house presentations.
- Illustrated flat & spec sketches on Illustrator for line sheets and also monitored fittings.
- Contributed to a group project envisioning the future of Talbots & presented to executives.
- Assisted the Print, Suiting, Dress & Skirts, and Accessories teams on occasion.
- Researched trends and concepts for upcoming seasons.

PINSNICKETY, Graphic Designer

Jan 2022 - Present, New York, NY

- Design 10+ custom enamel pins for the brand and its clients.
- Create pincard, banners, postcards, and pin design iterations.
- Small edits, change dimensions and colors of existing collateral in Illustrator.

JOOMI LIM, Jewelry Designer

Sept 2021 - Dec 2021, New York, NY

- Designed the main motif for Signature and Cutting Edge fashion jewelry collections.
- Created jewelry design iterations, newsletters, organized inventory, POs, & packaging.