AYDA MAHDAVI

FASHION DESIGNER

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Milan, available to relocate
P.IVA: IT 12595270963 - **Work permit in Italy**

About me

- Multi-disciplinary fashion designer with a unique perspective derived from expertise in Art, architecture, and fashion.
- Self-taught fashion illustrator with fashion design degree, complemented by two years of freelance experience as a fashion designer for various brands around the globe.

Software

- **Adobe suite**
  Illustrator, Photoshop, InDesign, Fresco, Lightroom, Premier Pro
- **Office suite**
  Word, Excel, Power Point
- **Procreate**
- **Clo3d**
- **Sketch-up, CAD, GIS**

Skills

- **Research**
  Brainstorming, Moodboard Development, Trend Analysis, Fabric Research
- **Design**
  Collection board development, Fast Sketches & Realistic Illustration (Marker, Watercolor, Digital), Technical chart and Flat drawings
- **Production**
  Pattern Cutting, Sewing

Languages

- Persian   Mother tounge
- **English**   Fluent (C2)
- **Italian**   Intermediate (B1)- Taking Classes

Education

Sep 2023 -Ongoing
- **M.Sc.Fashion Design AFAM (Men/Womenswear)**, **Istituto Marangoni Milano**
  Industry project with Setchu, Personal collection, Visual Research, Clo3d, Trend Analysis,etc.

Jan 2023 -Sep 2023
- **Fashion Design** one-year course, **Istituto Marangoni Milano**
  Introduction to fashion design skills involved in research, design and production

Sep 2018 -Dec2021
- **M.Sc.Architecture & Urban Planning**, **Politecnico di Milano**
  Development of different urabn/architectural projects with use of software skills from adobe suite to 3D.
  M.Sc. Thesis "How fashion system triggers urban transformation."

Sep 2013- Sep2017
- **B.Sc.Urban planning, UMZ,Iran**
  Introduction to urban studies and development of basic background in architecture

Work Experience

Mar 2023
- **Live sketching for Scotch & Soda, Milan**
  Live Fashion illustration for a one-day event at Scotch & Soda

Dec 2021- Sep 2022
- **Fashion Designer at Milano Di Rouge, LA**
  Womenswear/Menswear fashion designer at Milano di Rouge
  Responsible for concept and visual research of collections focused on brand' casual,activewear DNA
  Work on design developments, fabric research, illustrations, collection board, technical charts,etc.

Sep 2021- Dec 2021
- **Online Fashion Illustration tutor at Grukul School of Design, Jaipur**
  Teaching fashion digital & watercolor fashion illustration to 2nd year students

Oct 2020 - Dec 2021
- **Fashion Designer at Mulliwen, London**
  Womenswear fashion designer at Mulliwen
  Responsible for concept and visual research of collections focused on brand's feminine DNA
  Work on design developments, fabric research, illustrations, collection board, technical charts,etc.

Jan 2021- Ongoing
- **Founder of Aydaa.Mahdavi studio (+95 K Instagram followers)**
  Online Fashion Illustartion platform with +300 students worldwide
  Instagram: @aydaa.mahdavi
  Website: Aydastudio.com

Certificates

- **INSIDE LVMH certificate**
  LVMH & The Luxury Industry

- **London college of fashion/ Kering Certificate**
  Fashion and Sustainability: Understanding Luxury Fashion in a Changing World

- **Institut Français de la Mode (IFM) Certificate**
  Understanding Fashion: From Business to Culture