

## EDUCATION

[ramonasoninmemphis.com](http://ramonasoninmemphis.com)

### Master of Fine Arts

University of Memphis, Tennessee

Area of Specialization: Art/Design

Thesis: Expressionism through the Figure and Fashion under the supervision of Katy Siegel, Ph. D. (art critic, contributing editor for Artforum, and Editor in Chief of Art Journal).

### Bachelor of Fine Arts

University of Memphis, Tennessee

Area of specialization: Drawing, Painting, Illustration

Thesis: Concept fashion/doll illustrations to 3D dolls

At completion of both BFA and MFA, 33 semester credits were earned in the History of Art (historical dress/textiles were addressed in coursework)

Graduate courses completed in Education and Classroom Management

### Post Baccalaureate Coursework

Fashion Institute of Technology, NYC, NY. Online

### Diploma

Diploma of Apparel Construction and Fashion Design, Penn Foster. Online

### Certificates/Trainings

Lectra: Kaledo Wovens, Knits, and Prints textile design software.  
Gerber AccuMark pattern making software.  
Adobe Illustrator and Photoshop trainings for fashion.

## SKILLS/EXPERTISE



Mac/Windows

Adobe Creative Cloud

Photoshop, Illustrator, InDesign

Microsoft Office

Tech Packs/Specifications

Fashion: Illustration/CAD/Technology

Textile Design

Trend Research

Lectra: Kaledo- Print, Woven, Knit

textile design software

Social Media

Instagram, Facebook, Twitter, Pinterest

Gerber AccuMark

patternmaking software

Concept Sketching/Development

## SELECTED FILM INDUSTRY WORK

**Costume:** Illustrated costume and character for producer's pitch reel for show *Badlands*.

**Personal Assistant:** To Costume Designer Arianne Phillips on the Oscar winning film *Girl, Interrupted*.

Worked in fashion historical research capacity including demographics and psychographics before set went on location.

**Personal Assistant:** To stylist/costume designer Gulbin Yavuz on commercials including commercials for New York Times. Duties included sourcing costume from Warner Brothers Costume house, sewing and fabric dyeing.

**Personal Assistant:** To Art Director Jeffery Kushon on Francis Ford Coppola's film *The Rainmaker*.

## PROFESSIONAL EXPERIENCE

### **OC Fashion Week and LA Fashion Week 2016**

*Director of Emerging Designers/Marketing/Social Media*

Worked with producer of OC Fashion Week F/W 2016 for finale night and Director of Public Relations and Marketing at AiCA-OC and LA Fashion Week for Student S/S 2016 Collections. Director and liaison of emerging designers responsible for overseeing designer's collections, securing models for runway, model fittings and runway rehearsal. Worked with both OC Fashion Week and the Art Institute of California brands marketing and documenting the event through Social Media and the access of corporate approval. Instagram and Twitter takeover for the OC Fashion Week finale event.

### **Memphis Grizzlies, NBA 2015-2016**

*Fashion/Product Consulting*

Consulting work with Director of Creative Services regarding fashion societal trends to preferential fabrics, garment design and production.

### **LunaSprite, Los Angeles, CA 2012-2015**

*Designer for Children's/Tween*

Involved in start-up of business- business plan, business type/LLC paperwork and copyright.

**Concept Development:** Extensive trend research aligning designs, textile and graphics to the target market and the mission of LunaSprite. Focus on how children relate to apparel and graphic/textile designs.

**Product Development and Designing of Collection:** Fabric and trim sourcing. Textile sourcing and printing on and off shore, color separations and digital repeats, cleaned, prepped images and sent for strike offs.

Created technical drawings/line sheets/tech packs and fit analysis as well as paper doll creations for social media.

### **Christopher Grayson, NYC, NY 2014-present**

*Advisory Board Member*

Christopher Grayson is a Luxury Accessory Fashion company who is in the forefront of embedding technology with luxury.

**In my role as an advisor:** Working exclusively with Christopher and other advisors on the Smart Jewel. I sit on the advisory board as a designer with strong interests in fashion and fashion technologies. Christopher Grayson is an invited speaker for Mercedes Benz Fashion Week 2014 and 2015 where the Smart Jewel was launched.

### **FashionClassroom.com, NYC, NY 2014**

*Contributing illustrator/author*

FashionClassroom is leader in Adobe for Fashion training and support for 25 yrs. Provides industry leading Adobe for Fashion training for designers in apparel, accessories, footwear, home goods, and textile and surface design.

Authored fashion templates/croquis in Illustrator and Photoshop for digital or traditional sketching of apparel design ideas/concept development for purchase and download by industry members. Trends are researched for the creation of accessories for upcoming seasons for additional download.

### **GP Solutions, USA- Denver, CO/China- Beijing 2012-2013**

*Freelance Designer*

GPS Worldwide Sourcing - In Partnership with VersaTrade, Ltd (China) Sourcing specialists that increase profitability. Assisted in the design of accessory products for the Scholastic Market and Textiles. Sourcing and coordinating design/tech packs with China embroidery and cut and sew factories including follow through/fit/quality.

### **Bunny & Bear Clothing, Los Angeles 2013**

*Freelance Designer*

Worked with designer on brand, consumer market, and trends aligning to textiles/textile designs. Extensive trend research to target market in prints and color. Created textile designs for the Fall 2014 collection: prepped images, technical packages with color separations.

## TEACHING EXPERIENCE

**Art Institute of California** both Orange County and Los Angeles campuses 2008-present  
Full Time Fashion Instructor Chair of Faculty Development Committee  
Trained in CARS database

- Member of Curriculum Development Committee- Led Curriculum design for Fashion Department.
- Continued collaboration with Library for fashion holdings and trend resources such as WGSN/Stylesight, Fashion Snoops and Donegar.
- Authored Fashion Design and Marketing curriculum to meet WASC accreditation criteria.
- Assisted in revisions of curriculum to meet industry standards.
- Reviewed courses making certain WASC accreditation standards were being met (including student learning outcomes, course content and descriptions) by assessing class projects to SLO's, and SLO's to PLO's.
- Developed classroom assessment techniques (CAT's) for curriculum including the creation of rubrics for department assessment, Institutional Effectiveness Reports, and WASC accreditation documentation.
- Ran 8th and 12th quarter curriculum review/assessment through my Portfolio I and Portfolio II courses.
- Experienced in creating Institutional Effectiveness Reports with curriculum assessment data.

### Retention

- Assisted Department Chair in identifying and contacting at-risk students.
- Collaborated with Department Chair and Dean of Student Affairs in creating approaches to minimize student attrition such as holding workshops and helping with student registration.
- Met with, developed action plans, and advised at-risk students: tracking at risk students using spreadsheets/academic databases.

**Portfolio Show:** Oversaw and managed event for students to showcase work to Industry from creation of portfolios and websites to social media and marketing for the event.

**Fashion Show:** 2012-2016 Worked with concept development, venue acquisition, public relations, marketing and social media, and after party planning. Managed styling/accessories pick up, the comfort of VIPs from industry, and the tallying of votes for the Fashion Show winners.

**Program and Marketing Design:** Graphic design and layout of fashion show programs and marketing materials. Print layout, proofing, and follow up with printing company making certain completion was to time frame and budget. Worked with corporate for all branding and approval of designed print, email, and social media blasts.

**MAGIC:** Chaperon of students to MAGIC apparel, textile, and sourcing trade show in Las Vegas.

### Courses Taught:

(eCompanion- synchronous and asynchronous environment utilized for online component of courses)

Fashion and Advanced Fashion Illustration  
Apparel Fit Analysis and Construction  
History of Fashion  
Applied Textiles  
Concept/Advanced Concept Development  
Sourcing and Technical Design

Digital Textile Design  
Catalog Development  
Portfolio I and II  
Computerized Pattern Making  
Computer Production Systems  
Textile Fundamentals

Product Development & Manufacturing  
Introduction to the Fashion Industry  
Technical Drawing  
Color Theory  
Fundamentals of Design

**FIDM, Fashion Institute of Design and Merchandising** Los Angeles, CA 2007  
Lecturer

### Courses Taught:

Early History of Costume  
Modern History of Costume

**Brooks College** Long Beach, CA 2000-2008  
Lead Instructor

### **Duties as Lead Instructor/Management**

- Assisted students with registration, scheduling, retention, orientation, industry showcases as well as ensuring course materials were ordered and stocked.
- Worked closely with and oversaw faculty on curriculum development verifying that WASC accreditation standards were being implemented in the program's courses.
- Supervised the interviewing and hiring of prospective instructors.
- Worked closely with the Dean of Education with course assignments to appropriate and credentialed instructors.
- Personally worked with WASC teams during on site visits of accreditation standards into the curriculum.

### **Curriculum Design**

- Developed the Humanities, Design Fundamentals, Drawing, Sketching and Rendering curriculum.
- Authored revised curriculum for courses to meet WASC and CIDA accreditation standards. (including student learning outcomes, course content and descriptions).

### **Courses Taught:**

Drawing and Sketching  
Humanities  
Design Fundamentals  
Life Drawing

Drawing III & IV  
Fashion Illustration  
Advanced Fashion Illustration  
Color Theory

## **AWARDS/ HONORS**

### **Student Choice Outstanding Instructor, 2016**

Art Institute of California, Orange County

### **Student Choice Outstanding Instructor, 2014**

Art Institute of California, Orange County

### **Student Choice Outstanding Instructor, 2013**

Art Institute of California, Orange County

### **Student Choice Outstanding Instructor, 2011**

Art Institute of California, Orange County

### **Student Choice Outstanding Instructor, 2010**

Art Institute of California, Orange County

### **Student Choice Outstanding Instructor, 2008**

Brooks College

### **Student Choice Outstanding Instructor, 2007**

Brooks College

### **Student Choice Outstanding Instructor, 2006**

Brooks College

### **Student Choice Outstanding Instructor, 2005**

Brooks College

### **Student Choice Outstanding Instructor, 2004**

Brooks College

### **Student Choice Outstanding Instructor, 2003**

Brooks College

### **Student Choice Outstanding Instructor, 2002**

Brooks College