



"A WORLD TAILORED TO THE REFLECTION"

CLICK  
HERE!



#### ADDRESS

CARRER DE PADILLA 230  
08013 BARCELONA  
SPAIN

#### GET IN TOUCH

+34 665 448 093  
RICCARDOSERRAVALLE@ICLOUD.COM



## RICCARDOSERRAVALLE

IN MY YOUTH I WAS ALWAYS FASCINATED BY CRAFTSMANSHIP, ARCHITECTURE, FORMS, SHAPES TO TEXTURE, FABRICS AND COLOURS

AT THE AGE OF 16 I DECIDED TO JOIN A FASHION SCHOOL TO DEVELOP MY SKILLS. DURING THIS TIME I WAS NOTICED BY CLAUDIA SCHIFFER TO WORK ON ONE OF HER FASHION PROJECT

LATER ON JUSTIN ALEXANDER NYC HIRED ME TO BECOME HIS SENIOR DESIGNER TO DEVELOP HIS EUROPEAN MARKET, WHICH BROUGHT THE ATTENTION TO THE PRONOVIAS FASHION GROUP

AS OF 2019 AMANDINE OHAYON NAMED ME HEAD OF DESIGN FOR THE HOUSE OF ST PATRICK TO REDEFINE THE IDENTITY OF THESE COLLECTIONS

## EDUCATION

OCTOBER 2017- MAY 2018

**POSTGRADUATE / MASTER**

**FASHION DESIGN COLLECTION & MARKETING I SCHOLARSHIP**

ISTITUTO MARANGONI FIRENZE, ITALY

OCTOBER 2009 - JULY 2012

**UNDERGRADUATE**

**FASHION DESIGNER (STATE CERTIFIED) I SCHOLARSHIP**

FASHION COLLEGE/MODEFACHSCHULE SIGMARINGEN GGMBH, SIGMARINGEN, GERMANY

OCTOBER 2009 - JULY 2012

**BESPOKE TAILOR WOMENSWEAR I SCHOLARSHIP**

**CERTIFICATE FROM CHAMBER OF CRAFTS KONSTANZ**

FASHION COLLEGE/MODEFACHSCHULE SIGMARINGEN GGMBH, SIGMARINGEN, GERMANY

## EXPERIENCE

MAY 2019 - PRESENT

**HEAD OF DESIGN**

PRONOVIAS GROUP, BARCELONA, SPAIN

APRIL 2017 - APRIL 2019

**SENIOR DESIGNER**

JUSTIN ALEXANDER INC. NEW YORK, USA / ROTTERDAM, NETHERLANDS

DECEMBER 2013 - DECEMBER 2016

**DESIGNER**

S.OLIVER BERN FREIER GMBH & CO.KG, WÜRZBURG, GERMANY

MARCH 2013 - NOVEMBER 2013

**JUNIOR DESIGNER**

BARBARA BECKER VERTRIEBS GMBH, MÖNCHENGLADBACH, GERMANY

OCTOBER 2012 - FEBRUARY 2013

**ASSITANT HEAD OF DESIGN**

BASLER FASHION GMBH, GOLDBACH, GERMANY

## HARD SKILLS

- ✓ ADOBE AI / PS / ID
- ✓ MS OFFICE
- ✓ PLM / SAP
- ✓ DESIGN
- ✓ TAILORING
- ✓ PROJECT MANAGEMENT
- ✓ RESEARCH
- ✓ NETWORKING
- ✓ TRILINGUAL IT / DE / EN

## SOFT SKILLS

- ✓ CREATIVE THINKING
- ✓ TEAMWORK
- ✓ COMMUNICATION
- ✓ INNOVATIVE FUTURE THINKING
- ✓ DECISION MARKETING
- ✓ TIME MANAGEMENT
- ✓ MOTIVATION
- ✓ FLEXIBILITY
- ✓ PROBLEM SOLVING
- ✓ CRITICAL THINKING
- ✓ MULTICULTURAL
- ✓ SOCIAL

## AWARDS

OCTOBER 2012

**MODAVISION**

**NEW TALENT AWARD 2012**

AGENTUR FIRST CONTACT, MAGDEBURG, GERMANY

JUNE 2012

**TRADEWINDS STYLE AWARD**

**2ND PLACE CATEGORY: DISCOVERY**

FINESTY GETRÄNKE GMBH, GROSSOSTHEIM, GERMANY

JUNE 2012

**MINI AUDIENCE AWARD**

**NEW TALENT AWARD 2011**

BMW GROUP (BAYERISCHE MOTOREN WERKE) AG, MÜNCHEN, GERMANY

## PROJECTS

SEPTEMBER 2013

**DESIGN COOPERATION / CAPSULE COLLECTION**

GESCHWISTER MAY GMBH & CO.KG, WALDLSHUT-TIENGEN, GERMANY

OCTOBER 2013

**DESIGN COOPERATION FOR TV SHOW "FASHION HERO"**

**HOSTED BY CLAUDIA SCHIFFER**

TRESOR TV PRODUKTIONS GMBH/PRO 7, MÜNCHEN, GERMANY

# RESPONSIBILITIES

APRIL 2017 - APRIL 2019

## SENIOR DESIGNER

JUSTIN ALEXANDER INC. NEW YORK, USA / ROTTERDAM, NETHERLANDS

- PLAN & COORDINATE PRODUCT DEVELOPMENT ACTIVITIES TO ENSURE TIMELY COMPLETION
- COORDINATE WITH MANAGEMENT TO MAKE CRITICAL DECISIONS RELATED TO PRODUCT DEVELOPMENTS
- CREATING DESIGN CONCEPTS BY ANALYSING TRENDS IN FABRICS, COLOURS AND SHAPES
- DEVELOP BEST PRACTICES TO OPTIMIZE PRODUCT DEVELOPMENT PRICEDURES
- DEVELOPING SKETCHES BY HAND
- MAINTAIN CONSISTENCY AND ACCURACY OF INFORMATION FLOW BETWEEN DESIGN, DEVELOPMENT AND MERCHANDISING TEAMS
- PROVIDE GUIDANCE IN PRODUCT UPGRADES TO MEET CHANGING BUSINESS DEMANDS
- OVERSEE PRODUCT DEVELOPMENT ACTIVITIES WITHIN ALLOTTED BUDGET AND TIMELINES
- PROVIDE PROJECT STATUS UPDATES TO MANAGEMENT ON PERIODIC BASIS
- SCHEDULE REGULAR MEETINGS TO DISCUSS ABOUT NEW PRODUCT IDEAS AND ISSUES
- SCHEDULE JOB TRAININGS AND MAINTAIN TRAINING MATERIALS FOR DEVELOPMENT TEAM
- ATTEND TRUNK SHOWS ACROSS GERMANY, NETHERLANDS, ITALY AND POLAND
- SHOW COLLECTIONS TO RETAILERS AND EDUCATE THEM ON INDIVIDUAL STYLES
- ARRANGE MODEL CASTINGS
- SEASONAL TRIPS TO ASIA / US FOR PROTO MEETING / COLLECTION REVIEW
- CONTROL AND GUARANTEE THAT LOANER AND TRUNK SHOW DRESSES ARE IN GOOD CONDITION
- MANAGING SEASONAL SKETCHES / AMEND DESIGNS FOR SPECIAL ORDERS IN EUROPE/UK
- COORDINATION AND SETUP AT TRADE SHOWS, ATTENDING AND ADVICE DURING LINE REVIEWS
- SUPPORT IN DEVELOPING AND EXPANDING AS A BRAND
- CONTROL OF THE COLLECTION DEVELOPMENT PROCESS AND CREATION OF THE COLLECTION FRAMEWORK FOR DEFINED PRODUCT GROUPS

OCTOBER 2012 - FEBRUARY 2013

## ASSITANT HEAD OF DESIGN

BASLER FASHION GMBH, GOLDBACH, GERMANY

- ASSIST IN THE DESIGNING OF THE SEASONAL COLLECTION UNDER THE SUPERVISION OF THE HEAD DESIGNER
- SUPERVISED SPECIFIC DESIGN PROJECTS AS DIRECTED BY THE MARKETING & PRESS MANAGER AND THE HEAD DESIGNER
- KEEP UP TO DATE ALL UPCOMING TREND BOARDS
- ORGANIZE THE WORKSPACES
- UNDERTOOK THE DESIGN PROCESS
- ASSISTANCE IN MANAGING PLM SYSTEMS
- PULLING SAMPLES FOR EDITORIALS
- ON REQUEST STORE VISITS WITH SALES AGENTS
- ASSISTANCE IN MEETINGS

DECEMBER 2013 - DECEMBER 2016

## DESIGNER

S.OLIVER BERN FREIER GMBH & CO.KG, WÜRZBURG, GERMANY

- RESPONSIBLE TO DESIGNING OCCASIONWEAR RANGES, CATEGORIES 4 SEASONS A YEAR - FROM SKETCH TO FINAL PRODUCT
- INTERPRET THE SEASONAL MOOD AND CONCEPT WORKING WITH THE CREATIVE DIRECTOR AND DESIGN TEAM
- DESIGN CONCEPTS, SKETCH BOARDS AND DRAPE BASED ON ORIGINAL IDEAS
- BE PROFICIENT IN GARMENT CONSTRUCTION, SILHOUETTE, FABRICATION, FINISHING, EMBELLISHMENT AND TRIMMING
- COMMUNICATE CHOSEN DESIGN TO IN-HOUSE PATTERN DEPARTMENT AND/OR EXTERNAL PATTERN TEAMS TO ENSURE A HIGH RESULT IN FIT AND FINISH
- COLLABORATE WITH PRODUCT DEVELOPMENT TEAM
- WORK ON SPECIFICATION PACKS, INITIAL COSTING AND FINAL TRIMS & MATERIALS TO TARGET RETAILS AND DESIGN INTENT
- ENSURE TIMELY DEVELOPMENT OF PRODUCT BY ADHERING TO CRITICAL PATH
- PRESENT SEASONAL COLLECTION TO MANAGEMENT AND DIVISIONAL HEADS
- SEASONAL TRIPS TO ASIA FOR QUALITY CHECK & FABRIC RESEARCH
- PLAN AND COORDINATE PRODUCT DEVELOPMENT ACTIVITIES TO ENSURE TIMELY COMPLETION
- COORDINATE WITH MANAGEMENT TO MAKE CRITICAL DECISIONS RELATED TO PRODUCT DEVELOPMENTS
- MANAGING COLLECTION OVERVIEW VIA PLM SYSTEM & TRAIN ASSISTANT TO SYSTEM
- CREATE RELATIONSHIPS WITH RETAILERS TO BUILD MARKET RAPPORT FOR THE COMPANY PROVIDE AND DEVELOP SKETCHES
- MAINTAINS AN UNDERSTANDING OF TRENDS IN THE MARKET
- COMPILING ROAD MAP FOR DESIGN PROJECTS

MARCH 2013 - OCTOBER 2013

## JUNIOR DESIGNER

BARBARA BECKER VERTRIEBS GMBH, MÖNCHENGLADBACH, GERMANY

- WORKING CLOSELY WITH HEAD OF DESIGN
- CREATING PROTOTYPES AND TAILORING GARMENTS
- PRODUCING TECHNICAL SKETCHES IN AI & PS
- SOURCING FABRICS AND TRIMMINGS
- CREATING MOOD, SHAPE AND TREND BOARDS
- CREATES NEW ARTWORK AND MANIPULATES PURCHASED PRINT WORK TO FIT BRAND AESTHETIC
- WORKING CLOSELY WITH FACTORIES AND SUPPLIERS (EUROPE + OVERSEAS)
- PARTICIPATING IN MEETINGS WITH CUSTOMERS AND FABRIC AGENTS
- SUPPORTING AND ADVICE ON THE SHOWROOMS
- MANAGING AMOUNT OF STYLES IN THE PLM SYSTEMS
- RESEARCHING AND INFORMING THE CLIENT ON WHAT IS PERFORMING (SELLING) WELL IN THE DIFFERENT MARKETS
- CREATE RELATIONSHIPS WITH RETAILERS TO BUILD MARKET RAPPORT FOR THE COMPANY
- FEEDBACK ON RETURNS REASONS TO THE COMPANY