

EDUCATION

2015 - 2017

Bachelor in Design, Specialising in Product Design

AUT - Auckland

Digital and Practical design methods in a range of products and industry backgrounds. Many briefs I designed were apparel based projects for different companies.

SOFTWARE SKILLS

Illustrator

Photoshop

In-design

Premiere Pro/After Effects

E-Commerce/Wordpress Development

CAD Drawing/Rendering

DESIGN SKILLS

- Identifying trends and commercial successes in diverse demographic markets. Leading to strategic design decisions, both for graphic and apparel designs.
- Creating brands from concept to completion for direct to consumer selling. (Brand identity, apparel collections, photo-shoots, social media content, packaging, e-commerce website, - for local and offshore production)
- Design graphics and features for apparel across different fabrics and methods like embroidery, digital print, sublimation, transfix and screen-print. Both for local and off shore manufacturing.
- Hands on designing and experience in local apparel manufacturing has helped me solve problems quickly, be detailed orientated but remain focused on the big picture goals. But also always be a team player to meet deadlines.

EVANDA PITOVAO

DESIGNER

021 032 4214 | evandapitovao@gmail.com, | www.evandapitovao.com

ABOUT ME

Hello my name is Evanda Pitovao.

I am passionate about designing with purpose and function whilst still providing aesthetically appealing solutions. I have a strong work ethic and I am willing to try anything to get the best results.

For the last 2 years I have been working as a sublimation technician and brand designer at Lenco Sports. Where I have been a lead designer for the last few seasons of Blackcaps merchandise and have designed previous seasons of NRL merchandise. I am currently also designing and managing the in-house brands at Lenco sports.

WORK EXPERIENCE

2015 - 2017

Footlocker | Assistant Manager

AUCKLAND

Key-holder, in charge of running shifts. Assisted with merchandising the store, dressing mannequins and relations with internal buyers. Constructing relations and events between US and Australian stores.

2017 - 2018

LOADED | Sales Associate

AUCKLAND

Assisted with merchandising the store and displaying different branded ad campaigns based on trend forecasting. Assisted with product and brand launches.

2018 - NOW

Lenco Sports | Sublimation Technician and Brand Designer

AUCKLAND

Currently at Lenco I design sublimated graphics and apparel for garemts both local and off shore. My role consists of sublimating graphics on specialised fabrics; snow boarding garments, Winter Olympic and Commonwealth Ski suits and more. Designing full sets with custom graphics for sport clubs and teams. Designing apparel and collections for in house brands and licensed sporting merchandise. Trend for-casting based on market research and relevant commercial success, by creating mood boards, colour theory trends, custom graphic prints and a garment designs. All catered for specific brands, that vary in multiples at any given time. Ranging from Blackcaps to NRL for Rebel sports, stadium merchandise; to our in house brands sold at Smith & Caugheys, Hartleys or DTC. This a brief summary but more details can be found on evandapitovao.com

REFERENCES

JESSY HEMARA | FOOTLOCKER

MANAGER - AUCKLAND STORES

021 210 6239

NICKI WRACK | LENCO SPORTS

GARMENT TECHNICIAN AND PRODUCTION MANAGER

021 410 822

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C O V E R L E T T E R

Tuesday, 27-07-2020

C O N N E C T W I T H M E



PORTFOLIO SITE
evandapitovao.com



ART INSTAGRAM ACCOUNT
@_one__of__one_



E-COMMERCE BRANDS
I HAVE HELPED DEVELOP & DESIGN

SEVENTYFIVESUPPLY.COM
AND-INC.COM
TERN-ECO.COM
RESTLESSHEART.CO.NZ

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A P P A R E L G R A P H I C D E S I G N E R

Dear Recruitment team,

I am highly interested in apparel design and have been for several years. I believe streetwear fashion is a cross section between comfort, expression and pop culture - all this whilst providing function and innovation design to help its user. This is something that I absolutely want to be a part of and have a passion for.

I currently work at Lenco Sports as a sublimation technician and brand designer. It is a diverse and fast pace roll where I have learnt an immense amount of knowledge on design and manufacturing apparel both locally and offshore.

I have been a designer for the last two seasons for Blackcaps merchandise collections. Sold at Rebel, Mighty Ape, NZC and stadium events. This has been commercial collections, based on research and trend forecasting I developed for the New Zealand Cricket and Rebel Sport. In 2018 I was apart of a similar process for the Warriors.

As the in-house brand designer at Lenco I have helped develop brands from conception to completion, designing full ranges right through to bulk manufacturing. 75 (seventyfivesupply.com) being the most recent streetwear and athletic based brand I developed and launched at Lenco. Featuring graphics designed especailly for the brands identity with multiple graphic fabrication print methods. implementing Ecommerce and social media designs, helping diversify 75 in New Zealand's streetwear culture.

I have years of working in streetwear retail and merchandising which has helped me have a 'full picture' design process, from brand development to customer satisfaction. Further drawing from my experiences in frontline and knowing how the demographic behaves. Streetwear and athletic wear is an area I have a great love for as it's something I grew up with. I have been involved in many different parts of the creative and commerce chain and love how the culture continues to evolve, change and improve.

Sincerely,

EVANDA PITOVAO