

KATHERINE OLIVIA TILLEMANS

STRATEGIC DESIGNER

LOCATION

New York, NY

CONTACT

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🌐 Katherine Tillemans

KEY SKILLS

- Strategic Branding
- Marketing
- Public Relations
- Innovation
- Aesthetics

EDUCATION

The New School August 2018- May 2022

Major in Strategic Design and Management (BBA) and minoring in Fashion Communication at Parsons School of Design, focusing on the design of business and the business of design, including Entrepreneurship, Marketing and Communications.

Cumulative GPA 3.86
Dean's List

VOLUNTEER SERVICES

Take Action Camp

Me to We Leadership Camp, Arizona
This camp teaches students leadership qualities such as compassion, optimism, kindness, and problem solving skills. This camp encouraged me to lead by example for the younger participants in my group and to lead discussion sessions.

PROFILE

Highly motivated Senior at Parsons School of Design. Interested in beauty, aesthetics, and the luxury industry. Detail oriented and organized self-started who is eager to learn. Up-beat and optimistic personality has always been a core value.

EXPERIENCE

JECT: March 2022- Present
Aesthetic Practice Coordinator
Responsible for the daily operations of the practice location, while facilitating a seamless in-store client experience and optimizing sales and patient care opportunities.

The New School: November 2020- January 2021
Research Assistant
Psychology of Adaptive Clothing Research Assistant to professor, researching disabilities in the context of wearability, functionality, and aesthetic design. Submitted empirical evidence to a scholarly fashion journal.

Isabelle Donola NYC: June 2020- December 2020
Marketing and Merchandising Intern
Six month internship working with successful fashion designer Isabelle Donola. Responsibilities included social media marketing, merchandising, and content development. Analyzed SEO and leveraged creative and business skill sets.

SHADOW: September 2019- October 2019
PR Intern
Fall internship at PR Agency learning how to complete clippings, manage shipments to clients, as well as organize products and take inventory. Learned how to work in an agency environment.

Simply J Boutique: May 2018- June 2018
Retail Intern
Completed comprehensive retail internship including customer service, inventory management, tending the cash register, and merchandising. Learned how to order clothes from vendors and use software to log orders.

OTHER

Skills: Microsoft Office Suite, PowerPoint, Adobe Photoshop, Adobe Illustrator, Adobe In Design