



SOFÍA ZÚNIGA RIVERA

FASHION DESIGN
CREATIVE DIRECTION & STYLING

📍 Madrid, Spain

Contact

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Education

IDEM Instituto de Estilismo y Moda, Master in Styling and Creative Direction, Madrid. (2023-2024)

University Centro de Diseño, Cine y Televisión. BA in Fashion and Textile Design, CDMX. (2016-2020) Excellence Scholarship.

Birmingham City University. Exchange Semester in Fashion Design, Birmingham UK. (2018)

Master Class: Specialization in Fashion Content Creation at IDEM by Javier De La Blanca

About Me

Multidisciplinary Mexican designer based in Madrid. I graduated in **Textile and Fashion Design from Centro University in Mexico City**. Over the past few years, I have worked as a Graphic Designer and Social Media Community Manager. I love learning, and I have just completed a **Master's in Styling and Creative Direction at IDEM, Madrid**. I am passionate about conscious fashion and sustainable style; I also had an upcycling brand that transformed men's shirts into women's clothing.

As a **designer**, my work has been featured in Harper's Bazaar Mexico, worn by artists like Mon Laferte, and showcased at Mercedes Benz Fashion Week Mexico and on the website of Graduate Fashion Week London. As a **stylist**, I have been published in Meow Mag Mexico, L'Officiel Arabia, and Malvie, and I have collaborated with both Mexican and Spanish brands.

I've developed an interest for contemporary art and the relationship it can have with fashion and design. I like to question my surroundings, the spaces I inhabit and everything I see. I consider myself responsible and organized, I know how to work under pressure, and I learn fast. I am very detail oriented.

Work Experience

January 2021 - Present | Freelance Graphic Designer and Community Manager

- Social media designs, logo design, brochures, advertising, illustrations, app icon design, among others, as well as editing reels and TikToks.
- I have worked with: Salón Cheska, Kuikku, Yupick Café, Dehesa del Carrizal, Salo Shayo, Agave Spa Skincare, 7 Palmas café bar cocina, Distorted, Baja Wines, Hotel Chileno Bay, among others.

January 2023 - Present | Freelance Stylist (Mexico / Madrid)

- Publication for Meow Magazine: "[Sin Códigos](#)"
- Publication for L'Officiel Arabia: "[Crimson Bloom](#)"
- Test Models in Madrid for MAD Model Management
- Styling for the Past is Present 2023 campaign by Salo Shayo
- In Los Cabos, Mexico, I worked with Tendencia Travel magazine and clothing stores such as Contro Cabo Boutique, Four Coconuts, among others.

January - February 2024 | No Solo una Idea Showroom (Madrid)

Fashion showroom assistant.

- I helped create databases of both Spanish brands and talents to contact and promote the showroom brands.
- I managed to contact stylists from Televisión Española and position the brands on different TV personalities.

Languages

Spanish (Native)	100%
English	90%
French	75%

Skills

Advanced skills in Adobe Illustrator, Photoshop, and InDesign.

Advanced skills in Procreate, Figma, and Canva.

Proficiency in Microsoft Office, Word, Excel, and PowerPoint.

- Knowledge of textiles and fabrics.
- Pattern making and garment construction, flat sketches and technical sheets for manufacturing, and fabric printing using various techniques.
- Manual illustration using various techniques and digital illustration using Illustrator/Photoshop/Procreate.
- Responsibility and organization.
- Effective communication.
- Client relations.
- Art direction and styling for fashion shoots.
- Content creation for social media: graphic, video, and professional photography.
- Event organization, ability to work in a team, and delegate responsibilities.

Work Experience

May 2023 - August 2024 | Maxa Camp

Logistics and Camp Organization Coordinator

- I implemented and managed a shift system to integrate participants into the daily camp activities, encouraging active participation.
- I optimized the interview and selection process for new community members, achieving greater efficiency in the acceptance of applicants.
- I maintained direct contact with clients to coordinate logistical aspects such as arrivals and departures, ensuring a smooth experience.
- I supervised on-site operations, ensuring the success of the camp and reaching a record level of integration and proactive participation from attendees.

3-Month Project in 2022 | Salo Shayo Brand (Mexico)

Fashion brand relaunch.

- I assisted the designer in defining the looks for the successful relaunch of a collection, contributing valuable ideas on styling and creative direction for the brand book and lookbook.
- I closely collaborated on the creation of the brand book, establishing the brand's DNA and guidelines.
- I created linesheets to effectively present the product offering to stores and position the products in retail.

(<https://revista192.com/salo-shayo-past-is-present/>)

November 2021 - August 2023 | The Honest Factory (Mexico)

Co-founder of Branding Agency focused in Fashion Brands

- Focused on Sustainable Fashion brands and the creation of personal projects and concepts with humor and wit.
- We successfully collaborated with different fashion brands with design, print design, CAD drawings, and sampling.
- I demonstrated expertise in art direction, utilizing a sharp aesthetic sense and deep knowledge of visual storytelling techniques.
- I created complete visual identity systems, including logos, typography, color palettes, and graphic elements to effectively communicate the essence of the brand.

(<https://www.behance.net/acmemx>)

Fashion Retail Associate

Contro Cabo Boutique - Los Cabos, Mexico. Summer 2021

Four Coconuts - Luxury boutique, Los Cabos, Mexico. Summer 2022

September 2017- April 2018 Salo Shayo (Mexico)

Designer assistant internship

- I successfully assisted the designer with a new brand launch, being in contact with the manufacturing company for sampling and production.
- I assisted the designer with the planning and organizing of the fashion show to launch the collection.

2018 - Dolce & Gabbana runway show, Alta Moda y Alta Sartoria

Dresser for fashion show in Mexico City.

January 2017 - July 2017 | Claudia Toffano Bridal (Mexico)

Fashion and Graphic Design Assistant

Created floral designs for embroidery, developed sketches, and designed the brand's stationery.