

Raquel Rodriguez

+61 409 496 166

raquel.r03@outlook.com

LinkedIn: [linkedin.com/in/raquel-rodriguez-rr](https://www.linkedin.com/in/raquel-rodriguez-rr)

Portfolio: <https://www.raquelrodriguezportfolio.com/>

Results-driven and detail-oriented Product Developer with three years experience in the fashion industry and a Bachelor of Fashion Design. Adept at managing critical path timelines, creating tech packs and technical sketches, and clear communication with suppliers. Passionate about thoughtful design and thorough production processes that deliver products which exceed customer expectations. An Australian eligible to apply for an E3 visa, which requires a simple petition process.

Professional Experience

Assistant Product Developer | Cable | 08/2025 - Present

- Collaborate daily with 6 specialized knitwear factories based in China to design, develop and deliver an average of 120 knitwear SKUs annually across 4 seasons + core range.
- Regularly maintain critical paths to ensure production milestones are met.
- Collaborate with Creative Director and Production Manager during design meetings and execute development actions.
- Research trends and develop curated trend reports tailored to the brand's aesthetic.
- Develop comprehensive tech packs, technical sketches and fit comments at all sample stages for an average of 80 seasonal knitwear SKUs annually, providing additional tech packs and fit comments as needed for ongoing core knitwear range of 41 SKUs.
- Assist in all stages of development for all knitwear styles; attend fittings, approve lab dips and swatches, review and measure all samples.
- Produce tech packs and technical sketches for selected woven styles to help team manage workflow needs, as well as checking and measuring all pre shipment samples for an average of 154 SKUs per season.
- Produce AI-generated imagery for design proposals, storyboards, presentations, and digital content when appropriate. Successfully transitioned wholesale photoshoots to be AI generated, saving the business the cost of x4 photoshoots per year.
- Coordinate up to 122 SKUs per photoshoot for a total of 16 photoshoots per year.
- Attend all campaign, e-commerce and ghost mannequin photoshoots, providing feedback to ensure product presentation aligns with the design intention, brand's visual identity and quality standards.
- Coordinate sample logistics for all samples across the business after SMS handover, ensuring their location and availability for purposes spanning wholesale selling, photoshoots, and for hand over to marketing.
- Coordinate domestic and international DHL shipments of entire ranges for wholesale partners and photoshoots.
- Maintain accurate product information and assets for Marketing and E-commerce teams, collaborating with the digital design team to ensure all necessary edits are made to product images and collating product data for key features page on website.
- Manage and respond to quality control enquiries across a network of 28 retail stores, working with internal teams to resolve product issues.

Design and Production Assistant | White Story | 07/2023 - 06/2025

- Improved inventory and invoicing processes by researching, testing, and implementing more effective system workflows, resulting in increased stocktake accuracy and smoother invoice processing.
- Authored a comprehensive 32-page operations manual to document new procedures and support long-term adoption across the business.
- Independently conducted regular in person visits to local factories to perform quality control on minimum of 30% of all bulk units before delivery as a new procedure to ensure quality of bulk met the brand's high standards.
- Measured and evaluated woven and knitwear samples throughout development, providing detailed fit comments to both local and offshore suppliers.
- Managed trim approvals, coordinated bulk trim orders, and monitored production readiness.
- Promoted from Pattern Cutter to Design & Production Assistant upon completing a Bachelor of Design (Fashion), recognizing increased technical capability and product development expertise.

Education

Whitehouse Institute of Design

Bachelor of Design (Fashion) 2023

Parsons School of Design

Fashion PR and Marketing Certificate
Expected 2026

Achievements

Graduate collection featured on **The Voice Australia** (2025).

Selected to showcase graduate collection at **Melbourne Fashion Week Student Runway** (2023).

Garment selected for loan to influencer Charlene Davies for **Melbourne Fashion Festival Opening Event** (2024).

Technical Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Microsoft Excel & Office
- ERP Software
- AI tools (The New Black)
- Tech Packs
- Technical Sketches
- Critical Path Management
- Sample Management
- Fit Sessions
- Product Development
- Supplier Communication
- Trend Research

References

Letter of recommendation readily available. Additional referees available upon request.