







Kayleanna Giesinger

FASHION DESIGNER

Contact

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Project

Fashion Designer Sep 2020 - Present
Blubs and Shrubs

My sustainable fashion passion project I started to challenge myself to learn more about fast fashion and the textile industry.

- Designing and drawing clothing on procreate and Microsoft Office Excel
- Drafting patterns based on designs through dress form draping and Tailornova
- Assemble fashion designs with sewing machine and surger
- Research and writing on textile industry and the connectivity to global economy

Education

Bachelor of Applied Science (2020)
University of Waterloo

Highschool Diploma (2014)

Lumsden High School

- Took multiple courses on using a Sewing Machine and Surger

Domestika (2022)

- Creating garments using crochet
- Introduction to fashion draping

Work Experience

Freelance Graphic Designer

Apr 2020 - Present

Self Employed

- Drawing and Sketching idea or concept to client's request with Procreate, Microsoft Office Word, PowerPoint and Canva
- Iterative customer consultation
- Designed company logo for His and Her Home (2022)
- Designed restaurant menu for Regina Beach Golf Club (2021)
- Designed equipment fact sheets for McPhee Medical (2020)

Seamstress

Nov 2021 - Present

The Pillow Studio YQR

Interior design company that specializes in throw pillows

- Assemble and sew zippered pillows ranging from simple squares to tasseled or panelled

Assistant Volunteer Coordinator

Sep 2018 - Apr 2020

Frontier College

Frontier College is a non-profit organization that provides free tutoring services to children and youth in the community

- Designed promotional materials, infographics and PowerPoints with Microsoft PowerPoint and Canva
- Lead seven team members in recruitment and program planning
- Coordination duties for recruitment events including advertisement, internal scheduling, and supervision

Hult Prize Campus Director

Aug 2019 - Apr 2020

Conrad School of Business and Entrepreneurship

Hult Prize challenges young people to solve the world's toughest issues by empowering them to make for-good for-profit businesses.

- Promotional material design with Microsoft Office Publisher, Adobe Illustrator, InDesign and Canva
- Communication and coordination with teams, mentors, judges and volunteers
- Organized and ran five events with over 100 participants

Co-President & Executive

Jan 2016 - Apr 2019

Engineers Without Borders - University of Waterloo

The chapter works to support the national organization with its goal to end global poverty through systemic change.

Communications (May 2019 to Dec. 2019)

- Promotional material design with Canva and PowerPoint
- photography of events and social media posting

Co-President (Jan. 2018 to Apr. 2019)

- Led and coordinated a team of six executives
- Team projects: youth workshops, podcasts, fundraising, Kumvana Fellowships, Junior Fellowships, developing first year course material

Vice President Internal (May 2016 to Dec. 2017)

Skills

Fashion Illustration
Procreate
Drafting Patterns

Microsoft Office 360
Sewing Machine &
Surger

Communication
Public Speaking
Leadership