

# Hillary B. Sorrentino

## PROFESSIONAL EXPERIENCE

### Hillary Bott Sorrentino, LLC

**Freelance Illustration & Surface Pattern Design** 2015- PRESENT

#### Select Freelance Clients:

West Elm / Petite Plume / Roller Rabbit / Iemlem / Tommy John  
Sur La Table / Garnet Hill / Maman NYC / Katie Kime / Sweaty Betty  
Andie Swim/ Dudley Stephens / Anne Cole / Gap / Soma/ Parade  
Paris & Lily Fine Jewelry/ WB+TBD Talent / NJ Monthly  
Branch & Twig Baby / A Pea in the Pod

#### Victoria's Secret / NEW YORK, NY

**Senior Color & Print Stylist, Swimwear** / 2012–2016

- Creator of original artwork as well as directing cad team with purchased studio and vintage art
- Design print projection & explore color expression of the season with a VS swimwear focus in mind
- Concepting print direction & color usage for collection to present to leadership and design partners
- Responsible for presenting & interpreting print trends from runway and market inspirations
- Approve and comment on strikeoffs- knowledge of printing techniques and screen separations
- Manage a junior level designer as well as oversee a team of cad & freelance artists

#### Juicy Couture / NEW YORK, NY

**Manager, Print, Color & Design** / 2009–2012

- Art direct CAD artist regarding print aesthetic used in handbags, engineered scarves and accessories.
- Research current print & color trends in runway and source vintage
- Recolor and manipulate print artwork utilizing Lectra's Kaledo software.
- Accessory product designer; cold weather, hats, scarves, hair, dog, tech & novelty items
- Travelled extensively throughout Asia for development and product research
- Thorough and detailed tech pack creation including all development instructions

#### Aéropostale / NEW YORK, NY

**Designer, Women's swim & soft accessories** / 2007–2009

- Design women's swimwear, boardshorts, and soft accessory assortment.
- Present designs and assortment to upper management and cross functional team.
- Create and purchase original prints, recolor and modify artwork for product line

#### O'Neill Surf / IRVINE, CA

**Associate Designer, Jrs Boardshorts & Apparel** / 2004–2005

- Designed styles to be on trend and appeal to core "action sport" customer.

## ABOUT

### Illustrator and Fine Artist

specializing in fashion & lifestyle illustration  
hand painted pattern/ textile design  
digital production artwork

## EDUCATION

### Rhode Island School of Design /

PROVIDENCE, RI

**BFA Apparel Design** / 2002

## DIGITAL PROFICIENCIES

Adobe Illustrator / Photoshop /  
InDesign / Animate  
NedGraphics  
Squarespace

## CONTACT

### Studio:

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