Dean Sibrower

Fashion Designer | Creative Producer | Visual Merchandiser

12.12.1989

+49 (176) 6330 2880

sibrodean@gmail.com

www.dddeannn.com

Education

Hochschule für Technik und Wirtschaft

Berlin, Germany

B.A. Fashion Design (1.4 - 90%)

Apr 2019 - Apr 2023

Shenkar College for Design

Tel-Aviv, Israel

B.A. Fashion Design

Sep 2015 - Aug 2016
(ungraduated due to relocation)

Skills

LANGUAGES
 English - Fluent (GER C1/C2)
 German - Conversational (GER B2)
 Hebrew - Mother tongue

GRAPHIC DESIGN (high)
 Photoshop, Illustrator, InDesign,
 Premiere Pro, Lightroom

3D RENDERING (basics)
 Clo3D, Blender

DESIGN
 Pattern making, patten development,
 draping, surface design, industrial
 sewing, tailoring, model fitting, print
 development (risography, screen
 printing and digital printing), styling,
 model casting

Work Experience

- *VISUAL MERCHANDISER*
 Monki | Berlin, Germany | Aug 2024 - current

 - Acting as a key part of the store management team.
 - Establishing the store's look according to the guidelines and the inspiration provided by the brand management.
 - Working alongside the store manager and the area management to provide solutions and create growth in accordance with the local market.
 - Working with the store's statistics, and with data from the area, to ensure profitability, and push growth and sales.
 - Establishing an organised stock system to ensure maximal control over the existing stock and its visibility.
 - Training the store's team on garment presentation standards.

- *[FREELANCE] CREATIVE PRODUCER*
 The Prop House | Berlin, Germany | Jan 2018 - Nov 2024

 Creative direction for content, conecpt development, production and post-production.
 - Managing a creative team, production management.
 - Direction of photography (video & stills).
 - Brand image development and event management.

- *JUNIOR DESIGNER*
 Olivia Ballard Studio | Berlin, Germany | Sep 2021 - Aug 2023

 - Interns training and supervision. Teaching of the brand's techniques and workflows.
 - Daily production overview and management of production floor needs.
 - Collection Development - surface design, pattern development, draping, samples tailoring, model fitting.
 - Fashion show preparation and operation.

- *PRODUCTION ASSISTANT*
 Olivia Ballard Studio | Berlin, Germany | Sep 2020 - Aug 2021

 - Production tasks (fabric dying, cutting, sewing) and sampling.
 - Photoshoot assistance.

- *VISUAL MERCHANDISER*
 HHV.de | Berlin, Germany | Sep 2019 - Oct 2020

 - Establishing a merchandising plan in the brand's location.
 - working with statistics to ensure profitability and creating a zone map accordingly.
 - Sales advisor.

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(more) Work Experience

- *SALES ADVISOR*

  <u>& other stories</u> | Berlin, Germany | Sep 2017 - Aug 2019

  - Fashion advisor & styling.
  - Cash desk handling.

- *[FREELANCE] CREATIVE ART DIRECTOR*

  <u>PAG</u> | Tel-Aviv, Israel | Nov 2013 - Nov 2016

  Production of marketing materials, performance direction and set design.
  - Concept development and production.
  - Casting & styling.

- *VISUAL MERCHANDISER*

  <u>Forever 21</u> | Tel-Aviv, Israel | May 2014 - Sep 2015

  - Working as a team to establish and divide the styles of the different collections in the store, according to the brand's vision.
  - Applying research and knowledge to store's style and adapting it to fit the local market and costumer.
  - Stock management.
  - Window design.

- *VISUAL DISPLAY DESIGNER*

  <u>Castro</u> | Tel-Aviv, Israel | Jan 2013 - Apr 2014

  - Working as a mobile team to design and apply the window displays across the country.
  - Participating in the original design of the windows, which will be carried out in all of the brand's locations (over 50 stores at the time).
  - Handling mannequins, hair, makeup, props, posing and scene design.
  - Adapting the initial design to fit the different store-fronts and the local demand.
  - Identifying issues and creating a rapport between the store and the headquarters to maximize profitability and visibility of the brand in the given area.