CONTACT

San Diego, CA
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EDUCATION

Graphic Design Certificate
San Diego University for Integrative Studies, USA
2020 – 2021

Fashion Design
Universidade Candido Mendes, Brazil
2007 – 2009

Advertising & Marketing
Pontifical Catholic University of Rio de Janeiro (PUC-Rio), Brazil
2001 – 2005

PROFESSIONAL DEVELOPMENT

Transforming Fashion with AI
Monday&Co × Fermat
Creative AI Proficiency certificate
Jan 2026

LANGUAGES

Portuguese · Native
English · Fluent
Spanish · Basic

PATRICIA LEVORATTO

SENIOR PRODUCT DESIGNER

APPAREL, ACCESSORIES & LIFESTYLE

PROFESSIONAL PROFILE

Senior Product Designer with 15+ years of experience across fashion, apparel, accessories and lifestyle in the United States, Australia and Brazil.

Multidisciplinary expertise in collection development, creative direction, material innovation and end-to-end product design. Translates consumer insights, emerging trends and brand identity into cohesive collections that balance creativity, function and commercial relevance.

Experienced partner to international manufacturers and creative teams, combining traditional craftsmanship with contemporary design practice and emerging digital tools to create distinctive products.

PROFESSIONAL EXPERIENCE

HEMLOCK HAT COMPANY
San Diego, CA

Senior Product Designer — **2025 – Present**
Product Designer — **2023 – 2025**

- Lead end-to-end design and development of seasonal headwear and accessories collections, translating brand identity and market trends into cohesive product ranges.
- Drive product innovation through material exploration, construction development and functional, contemporary design solutions.
- Develop seasonal creative concepts, setting color, material, print and product direction in line with the brand aesthetic.
- Partner with international manufacturing teams to protect design integrity, product quality and production feasibility throughout development.
- Integrate AI-powered product visualization and digital design tools into the creative and development workflow.
- Lead creative direction and styling for brand campaigns, keeping product collections and brand storytelling visually consistent.
- Present seasonal concepts and product development initiatives directly to creative leadership.

SIVANA
Encinitas, CA

Womenswear Designer — **Jan 2022 – Aug 2023**

- Designed and developed sustainable womenswear collections focused on natural materials, comfort and a contemporary lifestyle aesthetic.
- Managed the full product development process, from seasonal research and concept through sampling, fittings and manufacturing.
- Established garment manufacturing operations in Brazil and collaborated with international suppliers across Asia and South America.
- Presented collection concepts and design direction directly to creative leadership.
- Contributed to brand identity through visual storytelling, campaign styling, product photography and creative assets.

CORE COMPETENCIES

Design & Creative Direction

Seasonal Collection Development
Trend Research & Concept Development
Color, Material & Print Direction
Product Innovation
Brand Identity & Visual Storytelling
Creative Direction & Campaign Styling

Product Development

End-to-End Product Design
Technical Design & Specification
Global Sourcing & Manufacturing
Material & Textile Development
Cross-Functional Collaboration
Sampling, Fit & Production

PRODUCT CATEGORIES

Womenswear
Swimwear
Lingerie
Sportswear
Ready-to-Wear
Headwear
Accessories
Lifestyle Products

DIGITAL DESIGN TOOLS

Adobe Illustrator
Adobe Photoshop
AI-Assisted Design
3D Product Visualization
Digital Product Development

PROFESSIONAL EXPERIENCE, CONTINUED

FARM RIO

Rio de Janeiro, Brazil

Design Coordinator & Senior Apparel Designer — **May 2016 – Jul 2019**

- Led design and development of collections across womenswear, swimwear, artisanal ready-to-wear and sportswear in collaboration with the Creative Director.
- Developed distinctive concepts combining contemporary fashion, traditional craftsmanship and innovative textile applications.
- Coordinated international product development with manufacturing partners in China, India and Brazil.
- Directed seasonal color and print development with the graphic design team, ensuring a cohesive visual identity across collections.
- Oversaw technical development, sampling, fittings and production, maintaining design integrity throughout the product lifecycle.
- Coordinated creative and technical teams, patternmakers and manufacturing partners to deliver each collection.

SUBOO

Sydney, Australia

Apparel Designer — **Oct 2015 – Mar 2016**

- Designed seasonal swimwear collections, developing concepts, silhouettes, textile direction and color palettes.
- Developed an innovative knit swimwear range with manufacturing partners in Brazil.
- Translated seasonal concepts into cohesive collection plans, technical designs and product specifications.
- Collaborated with creative leadership and production teams throughout product development.

FARM RIO

Rio de Janeiro, Brazil

Apparel Designer — **2009 – 2013**

- Led design and development of seasonal collections across swimwear, lingerie and lifestyle categories.
- Managed creative and technical product development from initial concept through final production.
- Served as Project Coordinator and Print Designer for the FARM Rio × Pantone Universe collaboration (2012), leading it from concept to launch across apparel, accessories, footwear and lifestyle products, including partnerships with Converse and Havaianas.
- Delivered a collaboration recognized by international industry and media, including WGSN, O Globo and Exame.

PROFESSIONAL RECOGNITION

- Two-time recipient of the U.S. O-1B classification for individuals of extraordinary ability in the arts.
- FARM Rio × Pantone Universe collaboration featured by WGSN, O Globo and Exame.