





Giovanna Thereza


Digital Fashion Innovator
3D & XR Designer
Product Marketing Specialist


Spain


Let's Connect

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The Journey So Far

Digital Fashion Expert with specialized skills in Avatar Development, Digital Fashion Shows, and immersive experiences for events. Proficient in metaverse technologies, NFTs, and strategic innovation, driving digital fashion forward within brands and the broader industry.

With a foundation in Fashion Marketing & Communication and a Master's in Design and Fashion Industry Management, I offer a unique blend of creative vision and strategic insight. My experience as a Product Manager and Fashion Designer has sharpened my expertise in leading product development and crafting impactful, market-driven strategies.

Skilled in Trend Research and Market Analysis, I have a comprehensive understanding of fashion product lifecycles, production processes, and go-to-market strategies.

"I believe fashion and technology together will shape the future of the retail and fashion industries. I'm driven to be part of this transformation, helping companies thrive by staying ahead of the latest trends and standing out for causes that truly make a difference."

Learning Milestones

- April/2024 **AR Design Course** / STUDYXR
- Jan/2024 - May/2024 **Character Artist Accelerator** / Art Heroes
- July/2023 **Epic Boot-camp Animation 2023** / Unreal Engine / UT-HUB
- Jun/2023 **The Future of Communication-Avatar & Digital Influencers** / VOGUE + BRIFW
- July/2022 **Metaverse, Fashion and Luxury** / ADN Academy
- July/2021 **Digital Fashion 101** / Parsons and The Digital Fashion Group Academy
- July/2020 **Digital Fashion CLO3D Advanced** / La Tecnocreativa
- Mar/2020 **Clothes and Fabrics Creaton in Clo3D** / UDEMY

- 2019 - 2020 **Master in Fashion and Design Management** / ESDI Barcelona, Spain
- 2019 - 2019 **Postgraduate in Design for Innovation Strategy** / IED Barcelona, Spain
- 2017 - 2017 **New York Fashion Tour** / FIT - Fashion Institute of Technology / NY, USA
- 2016 - 2016 **Textile Product and Manufacturing Technology** / SENAI-SP, Brazil
- 2009 - 2019 **Technical Course Clothing and Fashion Production** / SENAI - PR, Brazil
- 2005 - 2008 **Graduation in Product Design** / Positivo University / Curitiba, Brazil

My Career Path

3D Fashion Designer / 3D Product Designer / 3D Character Designer

FREELANCER / AUTÓNOMA – JAN 2019 – NOW

Digital Designer working on innovative projects and collaborations to incorporate new digital tools in the design process. Working in different areas to bring immersive experiences to brands and consumers.

DIGITAL TWINS

3D Clothing Design, Accessories, Texturing, Tech Pack Solutions, 360° Product Visualization

DIGITAL INFLUENCERS

Customized Avatars & Metahumans, Facelink Expressions, Cloth Physics Simulation

VIRTUAL EXPERIENCES

Digital Fashion Shows, Phygital Experiences, NFTs, Video Reels, Virtual Showrooms, Digital Magazines, Virtual Photo-shootings, Post-production

AR EXPERIENCES

3D Modeling, AR, Optimization, Re-tropology, Texturing

3D CHARACTER DESIGN · 3D PRODUCT DESIGN

Concept Creation, 3D Modeling, Texturing, Rendering

Educator & 3D Digital Consultant

FREELANCER / AUTÓNOMA – JAN 2019 – NOW

In my current role as an AR Fashion educator, I conduct workshops, teach online classes, and participate in speaking engagements, sharing insights on 3D design workflows, AR benefits, and the future of digital fashion. These experiences allow me to engage with students, industry professionals, and creative communities, fostering connections and expanding my knowledge of emerging trends.

AR Digital Fashion Classes

STUDY XR

2024 - 2025

Digital Fashion Management with Emerging Technologies

ESPM - BRAZIL

2024 - 2025

EOI PROGRAM GAME DEVELOPMENT

FREELANCER / AUTÓNOMA – FEB 2024 – JUL 2024

The EOI program for video game development in Málaga provides hands-on training in game design, programming, and business strategy to develop local talent in the gaming industry. Located in the Andalusian Technology Park, it supports Málaga's growth as a digital and creative hub.

During the program was developed a DEMO and Business Pitch for Blinks.Game.

Core Strengths

- AI Concept Art & Animation
- Graphic Design / Printing Design
- Collection / Product Development
- 3D Digital Samples / 3D Animation
- Customized Avatars & Metahumans
- 3D Modeling
- Digital 3D Reels and Presentations
- AR Experiences

- Trend research & Market analysis
- Negotiation & Planning
- Sourcing & Buying

Language Toolbox

- Native Portuguese
- Spanish Biligual
- English Bilingual

Mindset & Approach

- Management Skills
- Creative Energy & Dedication
- Digital Marketing
- Negotiation
- Critical Thinking
- Leadership
- Public Speaking
- Curiosity
- Driven by Purpose and Passion

PRODUCT DESIGN MANAGER & BUYER EXPERIENCES

As a Product Manager, I conducted trend research, market analysis, and strategic planning to develop collections aligned with client needs. My role involved international travel for sourcing, competitor analysis, and supplier negotiations to ensure quality and competitive pricing. I also managed assortment planning, visual merchandising, and stock control to optimize sales and maintain a consistent brand experience across global markets.

LOJAS TORRA – SÃO PAULO – BRAZIL MAY 2014 - DEC 2018

Retail Company ~ 70 stores ~ 5.000 employees

Product Manager – Women’s Collection · Sportswear · Beachwear

LOJAS COPPEL – PARANÁ – BRAZIL MAR 2013 - MAY 2014

Mexican department store chain I ~ 1.200 stores in Mexico (20 stores in Brazil) I +10.000 employees

Product Manager - Lingerie · BeachWear · Sportswear

PÁTIO BATEL – PARANÁ – BRAZIL MAR 2013 - NOV 2013

Luxury Shopping Mall I ~ 200 stores I ~ 800 employees

Winner of the Patio Batel’s Contest - CROQUI

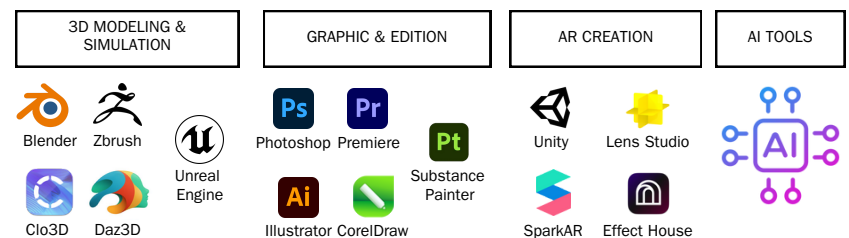
Fashion Designer and Product Manager - Uniform Collection

MAKENJI – SANTA CATARINA – BRAZIL DEC 2011 - MAR 2013

Male and Female Fashion Brand I ~ 22 stores I ~ 1.000 employees

Fashion Designer and Buyer - Women’s Collection

Tech Behind the Magic



Signature Work

2024 BLINKS.GAME DEMO

Video Available in Youtube and Portfolio

Blinks is an inclusive video game that celebrates diversity and promotes accessibility through fashion customization, providing a personalized gaming experience for all players. Featuring Blinks, an iconic character in a wheelchair, the game represents the disable community. Players can customize clothing, accessories, and hairstyles while sharing their creations within a vibrant community. Collaborating with fashion brands and designers with disabilities, Blinks advocates for accessible and sustainable fashion.

2024 MÁLAGA SUSTAINABLE FASHION WEEK

Video Available in Youtube and Portfolio

A bold new collection at Málaga Sustainable Fashion Week revives second-hand clothing with 1970s-inspired designs, blending retro aesthetics with modern technology through AI-generated imagery, 3D animations, and AR experiences to redefine sustainable fashion.

2024 BARCELONA SUSTAINABLE FASHION WEEK

Video Available in Youtube and Portfolio

For BSFW 2024, Fantastic 3D Fashion has created an exclusive collection addressing the theme of pollution, blending futuristic and fantastical aesthetics to explore various forms of pollution related to the elements of air, water, fire, flora, and fauna, using immersive digital and augmented reality experiences.

2023 NEW YORK FASHION WEEK

Video Available in Youtube and Portfolio

For Digital New York Fashion Week, I collaborated with The Mos Brand from Chicago, USA. I created digital twins of the brand’s physical collection, and we showcased these in a phygital show. The event featured an animated catwalk displaying the digital twins alongside the real collection.