



andee ballesteros

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andeedesigns.com

about me

multidisciplinary designer and maker, currently specializing in softgoods and accessories.

education

Parsons School of Design

BFA in Product Design

skills

cross-functional communication

Adobe Creative Suite

Adobe Illustrator

Microsoft Office Suite

CAD

tech packs

concept development

product development

hardware development

materials sourcing + knowledge

construction knowledge

sketching

sewing

upholstery

woodworking

metal fabrication

experience

HB Connections Inc.

Oct '24 - Present

Designer, Handbags and Accessories

- Assisting with design for renowned brands, including Aldo, Sam Edelman, Sam and Libby, and Pajar, while consistently aligning with current trends and maintaining their unique brand identities.
- Creating detailed CADs, tech packs and linesheets.
- Communicating and working closely with clients, Senior Designers, Production and overseas suppliers to ensure smooth and successful product development from concept to approval.
- Applying construction knowledge to inform design decisions, balancing creative visions with cost considerations.
- Sourcing and selecting appropriate materials, both leather and non-leather, considering quality, cost, and design requirements.
- Reviewing, editing and approving mockups and samples throughout all phases of development.

REI

Aug '22 - Sep '24

Sales Specialist

- Engaged in ongoing, comprehensive product training and industry research from renowned brands including Arc'teryx, Salomon, Gore-Tex, etc. to enhance expertise in outdoor apparel and stay acquainted with latest trends and developments.
- Developed specialized product knowledge to proficiently assist customers with diverse outdoor pursuits ranging from high temperatures to below freezing conditions, based on individual needs.

Parsons x Amorim Cork

Jan '23 - May '23

Participant/Collaborator

- Participated in a semester-long collaboration with Amorim, world's largest producer of cork, including a week-long intensive at their facilities in Portugal amidst ongoing production.
- Utilized access to Amorim's research and testing labs, as well as industrial machinery, to further develop personal initiatives.
- Collaborated with 14 fellow students to design and install an exhibition at Canal Street Market, showcasing both individual and collaborative projects completed throughout the semester.