

Omnia Ahmed

3D Fashion Designer, CLO 3D Instructor, and Stylist

AlMaadi, Cairo, Egypt

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PROFILE

Creative and practical 3D fashion designer, stylist, and 3D fashion design instructor with 4 years of experience in the fashion industry. A strong aesthetic sense, a keen eye for color, design, and quality. A positive multitasker with strong interpersonal skills who transformed over 100 clients' fashion styles in three years, designed and developed entire casual collections for 10 Egyptian and Saudi brands, and participated in more than 70 e-commerce styling photo shoots. Furthermore, I had three years of experience in content writing, as I wrote and created 32 new monthly articles on different topics (fashion, beauty, and lifestyle).

EXPERIENCE

3D Fashion Designer

Freelance, Remote

Cairo

Jan 2020 - Present

- Produced 10 Egyptian and Saudi brands' whole ready-to-wear collection (Bluebells-Jasmine-Green Deer Line-Kimonat-ICON-HC-CUTN).
- Designed and develop multiple apparel products for 22 international schools for ASM Group and two hotel uniform collections for Werzigo "Jordanian Brand".
- Design individual pieces or collections inspired by a fashion trend or rely on a specific type of textile or fabric for customers and brands.
- Make flat sketches and use CLO 3D software to convert them into 3D assets with all the necessary information (textures, colors, and fabric properties).
- Create tech packs and specification sheets for production and manufacture.

3D Fashion Design Instructor – CLO 3D Software

Virtual Courses Now – Contract, Remote

Cairo

Jan 2023 - Dec 2023

- Facilitated student learning on set topics as per the curriculum outline for the 3D fashion program.
- Instructed the students in CLO 3D software as per the curriculum outline and VCN requirements.
- Responsible for the course content, which includes updating visuals and reasserting current trends.
- Organized a monthly meeting with the students to answer all of their questions.

Fashion Stylist and Arabic Content Writer

Fustany.com – Full-time, Remote

Cairo

Feb 2020 – Feb 2023

- Recognized and evaluated the client's existing style, then produced the necessary wardrobe modifications (about 100 clients in total).
- Understood the client's needs and made relevant purchases, style suggestions, and also provided hair and make-up advice.
- Put together outfits for the client to wear on various types of occasions and make all style choices based on the client's preferences, ideals, and bodily features.
- Wrote and created 8 new weekly articles on different topics (fashion, beauty, and lifestyle).
- Analyzed the traffic for each article and discuss the necessary actions to enhance traffic with the direct manager.
- Used search engine optimization (SEO) techniques in writing to increase a website's online presence in search results
- Composed and produced material for social media (posts, reels, and weekly stories).
- 15% more traffic was generated by updating outdated website content with current SEO best practices.

E-commerce Fashion Stylist

Darza – Contract, On-site

Cairo

Sep 2022 – Jan 2023

- Prepared the product prior to model shoots, steamed garments, and organized the styling area with accessories and shoes.
- Executed the photo shoot with the model and ensured that all garments were photographed in accordance with the style guide (a total of 25 photo shoots).
- Uploaded and reviewed model image assets for products and attached associated "Model Wears" products.
- Used commercial knowledge on shoots to ensure products appealed to the audience and to increase conversion.

- Wrote detailed and attractive product information with a distinct voice for digital communication on online platforms in both English and Arabic on the Darza app (a total of 1500 products).
- Stayed abreast of fashion trends and competition to ensure the copy reflected the brand's image and industry standards.

E-commerce Fashion Stylist

[Tukit](#) – Contract, On-site

Cairo
Feb 2022 – July 2022

- Responsible for interpreting the merchant and marketing vision and ensuring the highest quality product images are photographed for the website and social media platforms.
- Pre-styled each collection, shot, and prepared mood boards for the photo shoots (a total of 50 photo shoots).
- Managed the flow of products through the studio by maintaining orders with varying merchandise levels, product categories, seasonal deliveries, and models.
- Prepared models to be photo-ready by ensuring all items are steamed, neatly worn, and fit appropriately.
- Worked with the studio photographer to style and photograph product flats/still-life for the web.

3D Jewelry Designer

[L'azurde](#) – Full-time, On-site

Cairo
Oct 2018 – Dec 2019

- Created over 200 designs and three-dimensional models using Rhinoceros software.
- Developed new products by designing and creating unique jewelry pieces or updating existing designs.
- Identified and sourced new materials and supplies to use in designs.
- Ensured projects were completed according to product development guidelines and on schedule.

Fashion Design Intern

Novias Atelier – Internship, On-site

Cairo
Oct 2017 – Nov 2017

- Designed 40 customized cocktail dresses using Adobe software and hand-drawn designs.
- Created story, mood, color, and fabric boards following global fashion trends.
- Managed the design process from conception through to final styling.

PROFESSIONAL TRAINING

- As a green fashion inventor, I attended [DEDI's workshop](#) in Copenhagen, Denmark, in August 2023, where we discussed the impact of the fashion business on the environment and took workshops with professionals to help lessen that impact.

EDUCATION

Faculty of Applied Arts, Helwan University

Bachelor's degree, Fashion and Apparel Design

Cairo
2013 – 2018

Russian Cultural Center in Cairo

Diploma, Graphic Design and Color Theory

Cairo
2016

SKILLS AND SOFTWARE

- Fashion Design - 3D Fashion Modelling - Fashion Styling - Fashion Content Writing - Fashion Illustration - Sketching and Developing Designs - Knowledge and Use of Fabric – Graphic Design.
- CLO 3D – Adobe Illustrator – Adobe Photoshop – MS Office – Google Analytics.

LANGUAGES

- **Arabic** Native
- **English** Professional working proficiency

AWARDS

- I won third place in the second Victory Day poster design contest, which was held at the Russian Cultural Center in Cairo in 2016.