

Andrea Ortiz

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EDUCATION

University of Wisconsin - Madison

B.S. Fashion and Textile Design

Certificates: Entrepreneurship, Business Fundamentals

Dean's Honor's List

August 2024 - May 2028

GPA: 3.8

August 2024 - Present

EXPERIENCE

Victoria Lopez Castro - Miami, FL

Intern to Custom Fashion Designer

June 2024 - August 2024

- Organized and categorized years worth of materials to improve workflow and studio efficiency
- Researched and communicated with potential local artists and organizations to collaborate for a future collection
- Measured and recorded clients' information for seamstresses
- Organized look-book of past and present designs for customers' ease

Free People - Miami, FL

Floor Stylist

May 2025 - August 2025

- Styled and merchandised the sales floor to reflect Free People's brand identity, seasonal stories, and visual standards
- Collaborated with store leadership to execute visual merchandising, floor resets, and product placement that reinforced brand storytelling, visual flow, and an elevated in-store experience

Lands' End Sophomore Shadow Program - Madison, WI

Participant (Nominee)

March 2025

- Chosen based on portfolio strength, design experience, and interest in apparel and merchandising
- Participated in mock interviews, portfolio reviews, and professional networking sessions
- Gained firsthand exposure to merchandising, design, and sourcing roles through panels and site tours

The Vault: Business Behind Fashion - Madison, WI

Creative Committee Member

August 2024 - Present

- Designed and constructed four completed looks independently across two fashion shows
- Executed stages of design process, material selection, and styling that aligned with the shows' themes
- Demonstrated strong self-direction, craftsmanship and creative problem solving in a collaborative space

INVOLVEMENT

Madison Fashion Business Collective (MFBC) - Madison, WI

Vice President

March 2025 - Present

- Lead executive operations for a 75+ member organization, organizing and facilitating weekly meetings while coordinating cross-functional teams to drive alignment and execution
- Oversee all club events and programming, managing planning, logistics, and end-to-end execution to support member engagement and organizational growth
- Direct the club's social media strategy and public-facing presence, ensuring cohesive branding, consistent storytelling, and audience engagement across platforms
- Mentor and manage executive board members and general members, fostering collaboration and professional development within the club community

Kappa Kappa Gamma - Madison, WI

Executive Director of Diversity, Equity & Inclusion

December 2025 - Present

- Design and facilitate bi-monthly and monthly conversations focused on inclusion, dialogue and community care
- Develop presentations and lead discussions translating DEI values into actionable community practices
- Serve as a liaison between leadership and members to ensure inclusive, community-based decision making

COMMUNITY SERVICE / VOLUNTEER WORK

Caps for Cuba - Miami, FL

Founder

June 2020 - Present

- Founded a nonprofit dedicated to providing hand-crocheted caps for infants in Cuban hospitals
- Designed, produced, and distributed 200+ handmade caps internationally to support newborn care
- Secured funding and established partnerships for material sourcing and delivery logistics

HONORS AND AWARDS

Mercile J. Lee Scholars Program - Madison, WI

Four year leadership scholarship for students from underrepresented backgrounds

August 2024 - Present

- Selected for academic excellence, leadership potential, and a demonstrated commitment to community impact
- Participate in bi-monthly, dialogue-based seminars centered on equity, inclusion, cultural awareness, and social responsibility
- Engage in community service and leadership development through mentorship and service initiatives

- Fluent in **English** and **Spanish**
- Proficient in **Adobe Photoshop**, **Adobe Illustrator**, **Industrial Sewing**, **Hand Sewing**, **Crocheting**, **Embroidery**, **Knitting**, **Hand Sketching**, **Illustration**, **Hand & Computer Flats**, **Color Theory**, **Garment Construction**, **Procreate**