

Serena Weil serenaweilnyc@gmail.com | 917-402-0707 | serenaweil.com

EDUCATION

University of Southern California, Los Angeles, CA
Bachelor of Arts in Art

RELEVANT EXPERIENCE

France Éducation International Montpellier, France
English Teacher October 2025–April 2026

- Plan and lead engaging and interactive English lessons for 10 class cohorts of 20-30 French primary school students
- Collaborate with 10 teachers to strengthen students' linguistic skills while facilitating cross-cultural understanding

Kim Salmela Atelier Los Angeles, CA
Freelance Textile Designer June 2025–September 2025

- Designed seamless repeat patterns, optimized for production methods including digital printing, weaving, and knitting
- Digitized hand-drawn illustrations with accurate scale and desired colorways using Adobe Illustrator and Photoshop
- Utilized fabric and design knowledge and new trend research to ideate and create on-brand patterns for upholstery textiles
- Ensured samples meet technical and quality demands and files are properly formatted for production and archiving

COLAGE Provincetown, MA
Family Week Accessibility & Social Media Intern February 2025–August 2025

- Designed digital assets for social media, edit archival video content, photograph and produce video content during events
- Managed communication with volunteers and staff regarding their accessibility needs and implement logistical support
- Assisted with event planning, overseeing dietary restrictions and health precautions to ensure public health and safety
- Coordinated accessibility accommodations for youth and volunteers, creating a safe and inclusive environment for all

USC Rossier Master's Program Office Los Angeles, CA
Design & Marketing Assistant August 2023–May 2025

- Designed newsletters, social media content, and promotional materials for an academic advisement office for over 650 students and faculty; managed social media channels and the official website
- Strategized content creation for digital platforms, enhancing engagement with a diverse audience
- Facilitated educational event planning and execution, honing attention to detail while managing multiple tasks
- Onboarded new staff members and facilitated training

VogueXChange Victoria, Malta
Fashion Design & Sales Intern June 2023–July 2023

- Transformed scrap fabric into functional upcycled garments using advanced sewing techniques and patternmaking expertise
- Designed and merchandised upcycled products, supporting the development of sustainable business practices
- Spearheaded business card redesign using Adobe Photoshop and Illustrator to streamline marketing and brand identity
- Sketched educational visual merchandising initiative for windows at vintage and secondhand storefront
- Advised customers on personal styling while influencing positive customer experience and excitement about sustainability

Trama Textiles Xela, Guatemala
Photographer June 2021–August 2021

- Directed photography and videography projects to amplify social media and web assets, elevating visual storytelling
- Implemented strategic improvements to organize online store for optimal customer experience
- Acquired hands-on expertise in traditional backstrap loom weaving techniques and eco-friendly textile dyeing practices

SKILLS & QUALIFICATIONS

- Microsoft Office Suite, Photoshop, Illustrator, Premiere Pro, Final Cut Pro, Figma, Canva, Slack
- Languages: Proficient in French (C1 level), currently learning Spanish (B1 level)