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Ortega, the youngest of two siblings, is a dedicated individual with a strong work ethic. His persistent and disciplined approach is not just a part of his character, but a source of inspiration. His commitment to his work in the medical field's finance department and his unwavering dedication to his studies toward a bachelor's degree in Business and Technology of Fashion at New York City College of Technology (CUNY) are exemplary. He is a committed student, always striving for academic excellence, setting a high standard for those around him.

The colors chosen for the design, White and Blue, are not just random selections. They hold a deep significance in Ortega's life, reflecting his cultural roots and personal experiences. Colors, as we know, play a pivotal role in our daily lives, stimulating behaviors and responses to products, spaces, and other aspects of life. They also serve as a powerful medium for projecting emotions and cultural experiences influenced by individual perspectives, social status, and territorial influences (Bell & Tetanus, 2017). Blue, for Ortega, is more than just a color. It's a connection to his homeland, the Dominican Republic, an island in the Caribbean surrounded by water and wonderful people. At fourteen, his family moved to the United States to start a new life, but he has never forgotten where he was born. Blue transmits to Ortega a robust and confident energy. It's a part of his life and childhood in the Dominican Republic, where most of his family live.

Moreover, the color white means a lot to Ortega as well. The color white is usually a symbol of peace, innocence, and hope (Bell & Tetanus, 2017). Ortega works really hard to become a hard-working man and to take care of his family. His family, especially, has been a great support, and the color white represents the love he has for them. It's a symbol of the peace and hope they bring into his life, and the innocence of their love.

*Lines* are a fundamental element of design. For example, lines express meaning or evoke an action to direct someone's eyes to a specific focal point(Bell & Tetanus, 2017). Ortega uses a horizontal line to direct consumers' attention to his name. It is essential to position important information that is easy to see by the public; it will help them remember.

Ortega's vision is to obtain a bachelor's degree in Business and Technology of Fashion from the New York City College of Technology (CUNY) and become a visual merchandiser. Ortega's journey is marked by his relentless hard work, not just in his studies but also in his efforts to fund his education. His passion for visual merchandising is a unique and powerful driving force, a testament to his determination and resilience in pursuing his career in fashion. Visual merchandising goes far beyond displaying fancy mannequin dresses in experience garments. To Ortega, visual merchandising is a direct personal connection with consumers. A store window is the face of a store; it is the first physical interaction between a brand and consumers, where a long-term relationship can start.

Ortega's retail and jewelry experience has shaped his values. For example, his compassion for helping others is unlimited. He works very well alone and with a team, and he is always willing to help others improve their work performance and learn. Ortega is a highly determined individual. Currently, he is completing a Fashion Internship at Sanchez Castings Inc. and is working hard to ensure his success in the fashion industry.

**Personal Objective:**

**Invest in the Stock Market**

* Study the rules and regulations
* Select the right investment
* have a budget
* Attend seminars or workshops
* Creative a diversified portfolio

**Buy a car**

* Have a budget
* Select the models
* Select the brand
* Evaluate Performance
* New car or Used car

**Wellness**

* Create a weekly routine
* Incorporate more vegetables
* Start a sleep routine
* Drinking more water
* Study books
* Find a dietitian

**Travel**

* International trends
* Save money for the trip
* Choose a place
* Check price and seasons
* Decided solo trip or family vacation
* Culture competition
* Networking opportunity

**Take a Ballroom Dance Class**

* Find a school
* Time management
* Check price
* Find a partner
* Budget cost

**Professional Objective:**

**Networking in fashion**

* Subscribe to WWE or FashionSnoop
* Attend fashion events
* Find a mentor
* Research on fashion topics or trends
* Volunteer to fashion shows
* Visit museum exhibitions

**Open a business**

* Select Target market
* Choosing which products
* Product develops
* Have a Budget
* Apply for a loan
* E-commerce or Store

**Identify weaknesses**

* examine your daily work performance
* time yourself
* Ask questions
* Request feedback

**Pursuing a new degree**

* Selecting the right school
* Budgeting
* Seeking for loans
* Location
* Related to your work

**Take on a Leadership Opportunity**

* Close trained yourself
* Start a new project
* Work alongside other employees
* Meet datelines
* Work Overtime

