



Bora

Deborah Aderounmu

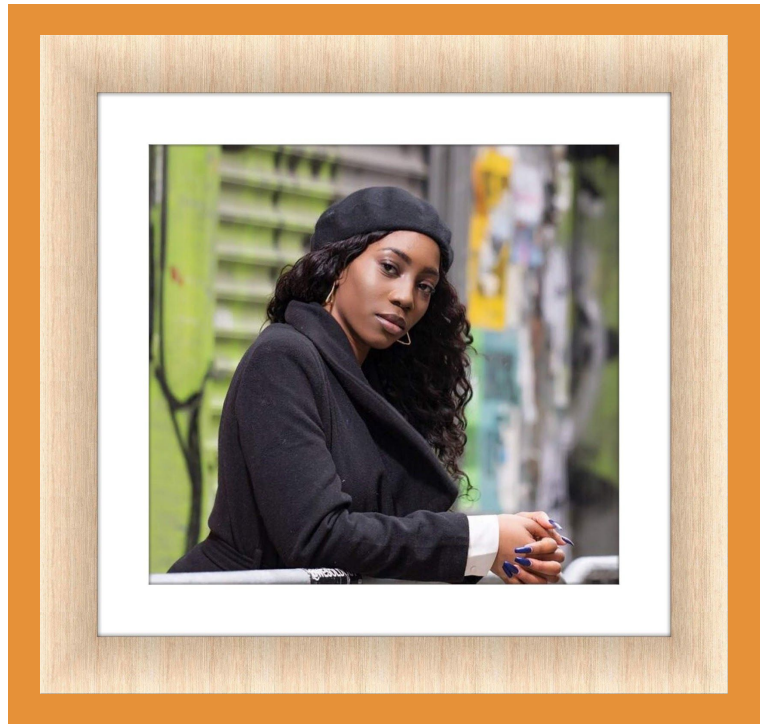
BUF 4900

April 23, 2020

New York City College of Technology

The Brand

Deborah O. Aderounmu is a creative entrepreneur with unparalleled aesthetic instincts. Having completed her Bachelorette degree in the Business and Technology of Fashion, it has given her the opportunity to delve more into the business and technology side of her passion for fashion and she is now actively pursuing opportunities to put this



knowledge to practice. Learning from different projects done throughout the course of her time at New York City College Of Technology, The City University of New York (CUNY): creating her apparel company focused on biosynthetics and sustainability, gaining exposure to the development, concept, and design of different sustainable company's product lines. She picked up an eye for trend, color, print, and pattern. With Deborah's knowledge from classes like visual merchandising, trend forecasting, product development, merchandising and buying, that she all had projects in, that had responsibilities such as: preparing line review

presentation materials, concept boarding, fabric and color, mood boards, and flat sketches, Deborah will likely have an easier time than others feeling fulfilled by her career because the impression she makes on the world is so tangible.

Deborah is innovative, eager to learn, self-motivated, and has strong communication and oral skills. From the experience of learning to design and sew at an early age from her mother's shop back in Abuja, Nigeria, to interning at Morpheus paradox - working with e-commerce, organizing, and merchandising print archives, working with library system for print artwork categories and uploading into an online database. and also interning at Paradox NYC, learning to organize, micro-categorize and inventory textile archives of over 5,000 vintage prints, assisting the Paradox account executive with client appointments in various ways, reading designer mood boards for client presentations, and interpreting vintage for the contemporary customer through client research, she is able to inspire and connect with clients to put their best selves forward every day.



Mission Statement:

Personal: Contemporary, fast-moving, and energetic, Deborah makes ideas happen quickly and does mind taking risks. Her communication style is friendly and approachable. Motivated by the lasting effects of her work on others, whether she directly interfaces with the people she is helping or she implements programs that assist others at a distance, Deborah believes that at the end of the day, what matters most is the difference that is made.

Professional: With innovation, imagination and originality, Deborah uses her textile and design knowledge to create and inspire.

Objectives :

Personal: Deborah is building a dream and making a strategy to accomplish her goals, and then monitoring and assessing her progress to make sure she's on course. Setting goals guarantees a focused commitment to a mission.

Professional: Having a clear sense of direction, improved work ethic, and maintaining a healthy partnership in the workplace will improve morale and help support Deborah's goal.

Goals:

Personal: Deborah is all about being better and staying on top of her work even with her personal life. For example, always keeping up with new technology and improvements in her industry, while improving her sewing and draping skills.

Another goal of hers is to establish a morning routine: to eat healthier and maintain a stress-free life. She also would attend at least two personal development seminars each year, so as to improve time management and develop emotional intelligence.

Family is everything to Deborah, which is why she would love to have her own family by 25 years old, while traveling (a hobby of hers) to Germany, Italy and France.

Professional: Over the years, Deborah's goal is to earn professional certificates, strengthen her communication skills, strengthen her networking skills, and obtain another degree. Her vision is to work as an apparel designer and visual merchandiser at a brand of her choosing, and also get a job as a textile designer and a Buyer, throughout this learning processes she then eventually wants to start her own sustainable brand.