



KARY SANTAYANA

they/them/theirs

Hi, I'm Kary! I am a queer, non-binary, half-Filipino-half-white Pisces. I'm an INFJ & a Generator Human Design Type who is passionate about creating space for non-conformers to feel respected and seen. At the core of my being, I aim to live and lead intentionally, and to be the representation that I didn't have growing up. I have served in a variety of roles, all of which have contributed to my personal and professional growth, making me diverse in skills, experiences, and opportunities!

EDUCATION

2019 | University of Delaware

Bachelor of Science - Cum Laude
Apparel Design Major
Fashion Management Minor

Spring 2018 | Paris American Academy

Haute Couture, Fashion Design, Tailleur
Techniques, Design Process

AWARDS

July 2024 | Philadelphia Magazine

Finalist for Emerging Influencer Award

May 2019 | Synergy Fashion Show

First Place: Best Construction &
Craftsmanship

2018-2019 | Undergraduate Teaching Assistant

Apparel & Fashion Studies Department |
University of Delaware

SKILLS

Fashion Design | Fashion Styling | G Suite |
Patternmaking | Draping | Embroidery | Machine
Sewing | Hand Sewing | Couture Techniques | Picotage
| Technical Flats | Illustration | CAD | Instruction |
Microsoft Office | Adobe Photoshop | Adobe Illustrator |
Canva | Optitex | CLO | TradeStone PLM | Content
Creation | Video & Photo Editing | Graphic Creation

EXPERIENCE

Associate Creative Technical Designer

PRISM ERG Scribe & AAPI ERG
2020-Present | Urban Outfitters

Adept at combining artistic vision with technical skills to conceptualize and execute innovative design solutions. Experienced in collaborating with cross-functional teams to bring in-house drape samples to life. Skilled in utilizing industry-standard design software (Optitex & CLO3D) and staying abreast of design trends and technologies. Contribute to top performing and best selling styles.

UGC & Content Creator

2021-Present | @karysantayana

Create androgynous fashion, lifestyle, and LGBTQ+ content to inspire & motivate radical non-conformers to show up as the most authentic version of themselves. Drive ROI, sales, & brand awareness for brand partners & create high quality, engaging content.

Creative Director, Designer & Co-Founder

2022-Present | Bleed Your Heart Out Glass

Co-founder and lead decision maker for small-batch stained glass business. Design and execute all product designs from concept to pattern making to soldering to sales to social media presence.

Fashion Stylist // Assoc. Fashion Stylist // Intern

2018-2021 | QVC Studio Park

Styled models for live on-air programming. Maintained detailed understanding of different brand identities. Collaborated cross-functionally to execute shows. Interpreted styling direction and branding decks. Regularly styled shows exceeding sales goals.

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