

GEORGE ALEXANDRU VARODI

✉ sandu_VARODI@yahoo.com
📷 creative account: Bubblekid_Aesthetics

I am an enthusiastic London based Fashion degree graduate with skills in styling, designing and illustration. I have a keen eye for colour and design, with my personal aesthetic heavily influencing my personal and professional projects .

Education

2018- 2021 BA (Hons) Fashion Design Middlesex University
Lower Second Honours 2.2

I was a Student Voice Leader during my second year of university and third year of university as well. This particular experience taught me to pinpoint and solve problems under pressure, as well as work in collaboration with other people.

2014-2018 National College "Doamna Stanca", Satu Mare, Romania
Baccalaureate Grade: 9.10/A

Projects

2021 Dissertation on "Barbie as a Transgressive American Icon"

The dissertation focused on 4 case studies, "1959 Barbie", "Superstar Barbie", "Day to Night Barbie" and "Teen Talk Barbie". I analysed each gender stereotype associated with the iconic doll, while also making connection to the real life influences of each decade and using evidence from my personal archive. The dissertation resulted in a half an hour presentation on the topic.

2021 3rd year "Mixing Up the Toybox" Final Collection

After the Pre-Collection, the theme changed to include more toylines as inspiration, the connecting element between each look being the pastel rainbow, hint at my own exploration of sexuality. This collection grew along with me, turning into a very personal and heart-warming letter to myself, one I have been too self-conscious to read out loud until now. Out of the line up of 6 looks, 2 looks have been manufactured.

2020 3rd year "Think Pink" Pre-Collection

This collection focused on Barbie as a muse for the garment designs. I was influenced by 90s pop culture, fashion trends and Superstar Barbie dolls when designing the 25 garments which ultimately resulted in a 6 looks line up, with one recurring outfit in the final collection.

2020 Fashion Industry Project, Kimono Project- Middlesex University

This project was originally meant to be a collaboration with the V&A London-based museum, but due to the pandemic, any exhibition plans had to be placed on hold. Instead the project focused on a more digital approach, resulting in a portfolio only experience, with an emphasis on designing and portfolio layout.

2020 Menswear Design- Middlesex University

The given task was to design 30 looks, in order to create a capsule collection comprised of 6 male looks. One look had to be fully manufactured. The project resulted in a garment exhibit and professional photoshoot, organised by the Middlesex Fashion Communication Department.

2019 Zine Project- Middlesex University London

Our assignment was to design your own zine based on a chosen subculture. My personal zine revolved around the Japanese subculture "Harajuku" and consisted in 2 letters, a photoshoot, an article and interview, a set of colouring pages, two shopping guides and one playlist to match the mood of the zine.

2019 Collaborative Project "Mind the Gap"- Middlesex University London

Worked in a team of four designers from the fashion design course. We designed and developed a capsule Collection of 6 Looks collaboratively resulting in two looks manufactured for catwalk showcase.

Skills

- ☆ Adobe Creative Suite: Indesign, Illustrator, Photoshop
- ☆ Illustration Skills: Hand-drawn, Digital
- ☆ Communication skills: verbal, visual and written
- ☆ Clip Studio Proficient
- ☆ Language: Fluent in English, Romanian.

Experience

2020 Worked as a receptionist in Romania for Dr. Varodi Viorica over the summer, where I learnt how to work under pressure and tend to people's needs.

2020 Fashion Intern under designer Rose Danford Phillips-London. MDX External placement under a designer of our choice.

2019 Studio Assistant- London. MDX Internal placement for 3rd year students.

2019 Dresser at the MDX's 3rd year Internal Fashion Show

2017 Worked as a volunteer librarian in the children section, where I learnt how to help people find what they are looking for, as well as deal with children.

Shows/ Exhibitions

4:50 PM, 30th of April 2019 "Sustainable Fashion Show" in collaboration with the "North London Sustainability Network" and took place at Dugdale Centre, London. 5 designers were selected and showcased at the event.

2019 "Mind the Gap" Exhibition where 75 designers were showcased.