



ALEKSANDRA GOĆANIN

Fashion/Textile Designer & 2D illustrator

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Born in 1981, based in Belgrade, Serbia, with more than 15 years of work experience in the fashion field with a strong passion for kidswear. The complete joy is seeing the whole process of product creation and understanding the importance of teamwork. Transferring an idea to clothing through a sketch and the possibility to see them live on kids gives a precious feeling.

During the years I gained precious experience in Textile design, creating print patterns for clothing, bedding, pillows, and other home textile products.

Professional Experience

2023-2024

Designer

OTO design studio - Serbia

Baby Textil - Serbia

OTO Studio is envisioned as a space for realising personal ambitions in various design projects: small fashion series, unique works, decorative home objects—a place where I would consolidate all my pursuits. A part is also planned for cooperation with other brands through the provision of design services.

Baby Textil is a part of the Textil company, which specialises in home textiles. The majority of my work involves graphic and textile design. This includes preparing print patterns for collections, designing flyers, packaging, and conceptualising accompanying items such as decorative pillows, blankets, and sleeping bags—everything needed to complete a collection. Baby Textil also manufactures for other brands, where I am involved in one part of the design process as well.

2015-2023

Fashion Designer,

Fashion Textile Print/Graphic Designer

Amibo - Serbia

<https://amibo.rs/>

As a Senior Designer in the positions of Fashion Design, Textile Print/Graphic Design of sleepwear, I was responsible for identifying upcoming fashion & print trends (researching colors, print motives, shapes, and new fabrics), designing, technical sketching, and assisting in fittings...

My first challenge was to increase their program which at the time was based only on the small, basic adult collection. Together, we managed to expand it by creating fashionable casual and sportswear lines where we included a kidswear program, too.

2009-2015

Founder

Fashion Designer, Textile/Home Designer

Design Studio Arterija - Serbia

It was Startup, with the main idea of connecting with small family manufacturing businesses, a way of joining forces to reach the final product in the best way.

As a founder and designer, I tried to prove myself independently, and in collaboration with many clients on various projects in the design field. So, in addition to fashion, I entered textile and graphic design, realizing the seriousness and responsibility of doing business independently.

External Collaborator

Textile Designer

TEXTIL Fabric retail company - Serbia

<https://www.textilue.rs/>

As an external associate in the position of a Textile Designer, I participated in part of researching trends, designing fabric patterns, and preparing designs for printing. Thanks to this cooperation, I expanded my field of activity and got more job opportunities (I got in touch with domestic producers, for which I created fashion collections and achieved good cooperation)

Textile Designer

TEXTIL Home textiles- Serbia

<https://textil.rs/>

BABYTEXTIL Home textiles- Serbia

<https://www.babytextil.rs/>

Bedding production and distribution.

As a Textile Designer I was responsible for researching upcoming trends, colors, and prints in Home Textile, and creating Textile patterns for bedding, tablecloths, pillows, etc. both, kids' and adults' programs.

2006-2009

Junior Fashion Designer

Todor - Fashion House - Serbia

Production and distribution of children's clothing

As a junior designer, I was initially responsible for assisting the senior designers. I made technical sketches for them, learned what the collection included, and tried to understand what industrial production meant.

I went through the entire range, which included the program for babies, children, and teenagers, but I mainly stayed in the part of the collection intended for girls, which turned out to be my greatest potential. In 2008-2009, I spent a year working remotely from New York, where as a young designer, I tried to gather valuable experiences both in the field of my profession, general culture, and life itself.

Some collections were presented at the Belgrade Fashion Week, where they were highly noticed and awarded:

-2007 october WELLNESS FASHION SELECTION "TODOR" (first prize-the best collection for actual season)

-2008 October BEK'S FASHION WEEK "TODOR." (prize for the best quality commercial collection)

2004

Internship

Todor - Fashion House - Serbia

Production and distribution of children's clothing

During the fourth year of my studies, I went on an internship in order to get to know the fashion industry better. I had the opportunity to learn and work closely with senior designers.

Education

2000-2005

Faculty of Applied Arts, University in Belgrade

MA degree, Costume Design/Fashion Design

<https://www.fpu.bg.ac.rs/>

1996-2000

DESIGN SCHOOL, Belgrade, Serbia

Majoring - Industrial Design and Interior Design

<http://www.skolazadizajn.com/>

Skills

- Adobe Illustrator
- Adobe Photoshop
- Figma

Hobby

My best Therapy:

Painting

Illustrations / Character Design

Graphic & UI Design

Embroidery

Traveling

Hiking