

Finley Peterson

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Education

University of Wisconsin-Madison - Madison, WI

Bachelor of Science: Textiles & Fashion Design, Certificates in Sustainability and Entrepreneurship May 2025

- GPA: 3.84, Dean's Honor List
- Studied abroad at Santa Reparata International School of Art in Florence, Italy - 23/24 academic year
- Fashion Scholarship Fund 2024 & 2025 Scholar: Business Strategy Discipline

Fashion Experience

Re-Wear It Wisconsin - Madison, WI

Co-President

August 2024 - Present

- Coordinate and lead executive board meetings and general organization meetings, arranging speakers, activities, and cross-organizational collaborative events
- Manage 8 executive board members by delegating tasks and leading towards the organization's mission of sustainable and circular fashion through teamwork and effective communication
- Redesign and maintain the organization's official website via Wix, design and send email marketing campaigns via MailChimp to an audience of 500+

Clothing Swap Chair

May 2022 - May 2023

- Coordinated, planned, and hosted all bi-weekly clothing swap events; collected data through entrance and exit surveys and worked with fellow volunteers to ensure organization during the events

Helen Louise Allen Textile Collection - Madison, WI

Collections Assistant

June - July 2023; September 2024 - Present

- Assist in gallery installs and removals, creating textile and garment mounts for display
- Handle and organize artifacts while following standard procedures with attention to detail
- Collaborate with fellow assistants and inventory checkers to assess, catalog, and pull the historical collection's inventory, occasionally logging data in Excel

Kohl's, LC Lauren Conrad - New York, NY

Apparel Design Intern (Denim & Dresses Category)

June - August 2024

- Assisted in researching, trend forecasting, and development of the Lauren Conrad brand
- Communicated professionally with vendors via OnePLM and collaborated with cross-functional teams to aid in sample creation and product development
- Built and presented well-researched capsule collection projects aimed to expand current merchandise assortments and customer relevancy for existing Kohl's brands
- Sketched designs using Adobe Illustrator, with a focus on stitching, details, and proportion accuracy

Define Your Inspiration (D.Y.I.) - Houston, TX (Hybrid)

Product Design Intern (Activewear, Leisure, Wholesale)

July - August 2021

- Collaborated with the product design team to develop and revise collections
- Researched and analyzed future season's apparel trends for patterns, colors, and silhouettes, and created trend boards using Adobe Illustrator
- Organized monthly line sheets in Adobe Illustrator, products on Shopify, product images from photoshoots, and fabric swatches and samples in the studio