

CAROLINA WEREBE

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PROFILE

Designer and art director working across fashion, contemporary art, and experiential design. I translate complex, abstract ideas into clear, compelling outputs—visual frameworks, presentations, and design systems that align teams and drive decision-making. Equally at home in research, concept, and execution. Direct, thoughtful, and deeply collaborative.

EXPERIENCE

EMETT STUDIO — New York, NY

Co-Founder & Art Director | *Mar 2023 – Present*

- Develop visual frameworks and presentations for innovation centers, exhibitions, museums, and workplace environments.
 - Translate research and abstract concepts into structured design outputs that align teams.
 - Guide projects from early concept through execution, balancing creative ambition with real-world constraints.
 - Collaborate closely with art directors, architects, and production partners across disciplines.
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AZZI+CO — New York, NY

Public Relations & Marketing Associate | *Aug 2020 – Aug 2021*

- Created press materials and brand narratives for international luxury clients, including Audemars Piguet, Sauer, and Rimowa.
 - Coordinated campaigns, market weeks, and events across overlapping timelines.
 - Built a sharp understanding of how creative work is positioned, evaluated, and received.
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TOMMY HILFIGER — New York, NY

Accessory Designer | *Aug 2016 – Aug 2019*

- Designed and developed handbag collections within a global brand system.
 - Contributed to capsule collections with Gigi Hadid, Lewis Hamilton, and Zendaya.
 - Built repeatable approaches to color, materials, and hardware across seasons.
 - Mentored interns and strengthened workflows within the design team.
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SELECTED PROJECTS

CRU — Thesis Collection

Spent ten days living in the Amazon rainforest to research and conceptualize a material-led collection, learning directly from local artisans. Built from natural Amazonian materials—Pirarucu fish leather, raffia, and tagua nut—with forms drawn from the rainforest itself.

Vans × Parsons Industry Project (*Finalist*)

Designed a footwear and accessories line built around sustainability and cultural awareness, with a focus on materials, systems, and storytelling.

Mentorships

- *Joel Horowitz* (former CEO & Chairman, Tommy Hilfiger) — ongoing mentorship throughout my career in fashion
 - *Mark Gagnon* — window display and curatorial design
 - *Carrie McFadden* (*NYFW*) — future-facing research on fashion events, sustainability, and technology
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EDUCATION

MPS, Fashion Management — Parsons School of Design, New York

Graduated with Honors · National Merit Scholarship

BFA, Fashion Design — Parsons School of Design, New York

Dean's List

Study Abroad — Central Saint Martins, London

SKILLS

Visual frameworks & presentations · Design systems & brand structure · Research synthesis · Adobe Creative Suite · Cross-functional collaboration · Strong design judgment

LANGUAGES

English (Fluent) · Portuguese (Fluent) · Spanish (Fluent)