

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
- Fashion Scholarship Fund x Kohl's 2024 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 executive board members by delegating tasks and leading towards the organization's mission of sustainable and circular fashion through teamwork and effective communication

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 2023 - July 2023; September 2024 - Present

- Handle and organize artifacts while following standard procedures with attention to detail, and examining for new damage, pests, and immediate dangers
- Collaborate with fellow assistants and inventory checkers to assess and catalog the historical collection's inventory, occasionally logging data in Excel

Kohl's - New York, NY

Apparel Design Intern (LC Lauren Conrad)

June 2024 - 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 denim and dress designs using Adobe Illustrator, with a focus on stitching, details, and proportion accuracy

Additional Experience

School of Human Ecology - Madison, WI

Lead Student Ambassador

August 2024 - Present

- Lead in team projects regarding event planning and marketing targeted towards prospective students
- Lead tours, shadow-visits, and events for prospective and current students, staff, and local professionals, while sharing a professional student voice and perspective
- Respond to inquiries and emails from prospective students, providing detailed information and guidance regarding the student experience