

Executive Profile

I have successfully taken design ideas from inception thru production in a creative, timely, and cost effective manner. The process in accomplishing the task may include any and all of the following; gathering design ideas i.e..trends, silhouette, color and trim direction through research of piece goods, trim, fashion services, shopping Europe, Tokyo, and the local better and trendy retail markets. Observation of the target customer in select settings, and by watching our mass media such as internet, television, movies, and print.

Core Accomplishments

Increased sales by 25% for Target Juniors. Recognized for breaking company sales record for biggest sale to date with 700K units sold to Target Mossimo. Co-created a junior sportswear line of clothing , which resulted in a 50% increase in sales. Seasoned designer with a successful track record for developing trend and price appropriate clothing for the junior guest , effective communicator , experienced in print and graphic development , adept at setting trends and color . Self motivated with proven ability to prioritize tasks and manage time, organize and coordinate activities, set and achieve goals to meet all applicable deadlines as directed.Experienced at working with clients to understand their needs, uncover opportunities, and forecasting designs that will be trend-appropriate for future sales.

Skill Highlights

- Project management
 - Product development
 - Leadership in communication skills
 - Customer oriented
 - Self Motivated
 - Negotiations expert
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- Recognizing Key items
 - Market and research and analysis
 - Understanding of customer product for Target, Walmart, Kohls, JCP, Macys etc..

Professional Experience

Head Designer, 08/2012 to 11/2012

Situation Interactive – New York, NY

- Walmart Jrs.Division No Boundaries.
- managed all stages of design and development for Walmart Juniors knit and woven tops.

VP of Junior Merchandising, 01/2012 to 03/2012

Adtheorent – Dallas, TX

- managed all stages of design and development of junior tops, dresses, bottoms, screens and sublimations.
- designed private label lines for Walmart, and Kmart while also producing monthly lines for market.
- met with the sales team to go over monthly expectations
- oversaw the fabric print design choices per group
- made sure bestsellers were applied where necessary monthly
- did trend boards and sales hit lists to make for easier selling tools

Creative Director, 05/2006 to 2012

Unger Fabrik, Weavers – City, STATE

- managed all stages of design and development of junior tops , dresses, bottoms, screens and sublimations.
- designed private label for lines for Kohls, Target , Jcp, Macys, Sears, and Kmart while also producing monthly lines for market.
- met with the sales team to go over monthly expectations
 - oversaw the fabric print design choices per group
 - made sure bestsellers were applied where necessary monthly
 - did trend boards and sales hit lists to make for easier selling tools
 - and color cards per season
 - traveled to europe and asia for shopping inspiration
 - traveled to NY markets frequently to assist in selling and presenting new trends
 - came up with seasonal marketable items such as the reversible dress, 2 for 1 concept skirt and dress for the added value categories

Head Designer, 11/2002 to 05/2006

Kandy Kiss Of California – City, STATE

- designed and developed a junior sportswear line of both knit and woven tops, dresses, bottoms and jackets.
- an essential part of the growth for Target business in four of their private label brands; Mossimo Red, Mossimo Black, Merona, and Exhilaration.
- met with the sales team to go over monthly expectations
 - oversaw the fabric print design choices per group
- made sure bestsellers were applied where necessary monthly

Designer, 11/2000 to 11/2002

California Concepts – City, STATE

- designed and developed all aspects of junior knit tops specifically for Target.
- worked with various departments managing the flow of communication and project status with all parties, ensuring a unified understanding of goals.
- met with the sales team to go over monthly expectations
 - oversaw the fabric print design choices per group
 - made sure bestsellers were applied where necessary monthly

Education

Associate of Arts: Fashion Design, 1993

Fashion Design and Apparel Tech - Saratoga, CA