



Carla Jensen

Apparel Designer

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My Life Philosophy

Creativity is intelligence having fun.

Summary

Passionate and experienced Apparel Designer with 7+ years of success in design, product development, and sourcing. Proven track record of creating innovative and on-trend designs while optimizing production processes. Strong knowledge of fabric evaluation, fit sessions, and international trade regulations. Skilled in collaborating with cross-functional teams to achieve exceptional product results. Excited to bring my creativity and expertise to FAM Brands, a leader in apparel design and manufacturing, to contribute to the company's mission of making top-quality apparel accessible to everyone.

Strengths

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|  Creative Problem Solver
Utilized creative problem-solving skills to overcome production challenges resulting in improved efficiency and cost savings. |  Detail-Oriented
Demonstrated exceptional attention to detail in product development and sourcing processes, ensuring high-quality standards were met. |  Collaborative Team Player
Proactively collaborated with cross-functional teams to achieve best product results, fostering a positive and cohesive work environment. |
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Experience

Marika	Los Angeles, CA
Apparel Designer	2022 - Ongoing

Collaborated with design and production teams to develop innovative activewear designs, resulting in a 20% increase in sales.

- Created technical drawings and specifications for garments, ensuring accurate and efficient production processes.
- Conducted market research to identify emerging trends and incorporated them into design concepts.
- Managed the entire product development lifecycle, from concept to production, ensuring on-time delivery and adherence to quality standards.

Wildfox	Los Angeles, CA
Product Developer	2017 - 2022

Led product development and sourcing initiatives for women's fashion brand, resulting in a 15% reduction in production costs.

- Sourced and evaluated new fabric suppliers, negotiating competitive pricing and maintaining quality standards.
- Coordinated with overseas factories to ensure timely production and delivery of finished products.
- Conducted fit sessions and provided detailed feedback to pattern makers and technical designers.