

# REBECCA SMITH

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## CAREER SUMMARY

Accomplished Apparel Designer with nearly five years of experience contributing to development of popular merchandise on behalf of leading retail companies generating up to \$25 billion in annual revenue. Adept at creating original, on-trend designs for multiple collections each season, with products sold across over 600 locations nationwide. Career history of training and supervising design teams, earning promotions due to exceptional design aesthetic, trend awareness and leadership abilities.

Fashion Design | Development Standards | Product Presentations | Seasonal Collections

Color Direction | Brand Specifications | Staff Development | Trend Research

## PROFESSIONAL EXPERIENCE

### XYZ COMPANY

New York, NY

#### Designer - Children's Activewear & Swimwear

Feb. 2020 - Present

- Designed and developed apparel collections on behalf of leading national department store retailer.
- Worked closely with Director of Product, Tech Designer and Senior Manager of Raw Materials throughout all phases of merchandise development and approval.
- Launched original designs for seasonal collections, with merchandise sold through hundreds of retail locations nationwide.
- Personally created more than 100 SKUs each year, developing up to four collections annually prior to product launches and presenting original designs to senior management.
- Trained and supervised design staff regarding product development standards and industry best practices.

#### Associate Designer - Children's Activewear & Swimwear

Feb. 2019 - Jan. 2020

- Oversaw color direction for apparel categories, selecting palette for popular boy's collections while reporting to Designer.
- Created seasonal concept boards to inform brand direction, presenting on-trend concepts to Colorist, Tech Designer and Product Manager during quarterly divisional meetings.
- Developed targeted SKUs for e-commerce channels, testing basic styles across all brand merchandise categories.
- Interfaced directly with multiple external vendors and remote staff across five overseas locations, consistently working to ensure adherence to project budgets and launch deadlines.
- Participated in launch of new streetwear aesthetic, working with technical designers to determine optimal specifications.
- Earned promotion to Designer role in recognition of outstanding contributions and apparel development abilities.

#### Assistant Designer - Men's Activewear

June 2016 - Feb. 2019

- Managed development of popular graphic tee category spanning more than 20 SKUs, interfacing with color team to approve prints and create tech packs for all styles.
- Worked closely with Designer throughout creation of original, on-trend apparel, designing leggings, shorts and athletic tees which were sold through department stores and e-commerce channels.
- Initially hired as Intern, earning offer of permanent employment after one year period due to exceptional design aesthetic, stakeholder relations abilities and project management skills.

## EDUCATION & TRAINING

### SAVANNAH COLLEGE OF ART AND DESIGN

Savannah, GA

#### Bachelor of Fine Art - Fashion Design

June 2017

4.0 GPA. Graduated Summa cum Laude. Dean's List Recognition. Completed Minor in Menswear.  
Recipient of YMA Fashion Scholarship Fund.

## TECHNICAL SKILLS

Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Microsoft Office (Word, Excel, PowerPoint), PLM, CLO-set, OneDrive, and social media platforms, with ability to learn new tools quickly