

## DESIGNER

### Summary

Established well-rounded Designer with a reputation for exquisitely designed collections, who consistently maximizes company profits and surpasses margin goals. Seeking potential growth that will utilize creative skills and aims towards commitment of team and consumer/brand loyalty.

### Skills

- Critical Thinker - Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems
- Time Management & Communication - Managing one's time, as well as team's, to adhere to Drop Dead Dates
- Adaptability - Being flexible to change as it comes and resolving in a timely manner
- Social Perceptiveness - Working with team and taking leadership role to maintain brand direction
- Attention to Detail - Thorough and complete work in all related processes to end product
- Innovation - Demonstrated creative ability to design within business budgets, while following consumers' needs/trends

### Experience

DESIGNER 10/2013 to 06/2015 Company Name City , State

- Designed multiple lines for department both International and Domestic
- Completion of OZ Principle Leadership 2014
- Ensure cohesive brand image
- Led the research and development of seasonal trends
- Provided leadership in preparation of skus for line reviews and meetings with buyers
- Participated in strategic meetings alongside VP of Sales
- Frequent traveling alongside Sales-team seeking new market/trend ideas
- Provide regular feedback on performance and counseling to direct reports
- Style pkg. building, trim development, L/D & S/O, and BOM building
- Managed fit process at the side of Pattern-maker to complete desired outlook
- Created specialty designs for targeted LDPs; Outlet, TKMAXX, Marks and Spencer, Banana Republic, JCP., etc.

ASSOCIATE DESIGNER 09/2012 to 10/2013 Company Name City , State

- Participated in all design aspects, product development and production, and communication
- Manage workload and calendars to ensure all deadlines are met
- Keep abreast of new season fashion and trends from around the world
- Assist in artwork and sketching development
- Attend development meetings alongside Sales/Sourcing
- Set up of showrooms and accountability that all pieces were laid out for show/fittings
- Aide with the set-up of story and color boards
- Source and cut fabrics under direction of Head Designer
- Liaise with Buyers to regulate skus needed for production, specialty and department
- Managed fabric POs and deliveries
- Directed all designs and fittings for U.K. department

DESIGNER 04/2010 to 09/2015 Company Name City , State

- Designed and developed for both international and domestic lines
- Fittings, technical and constant set-up of designs
- Managed Freelance Graphic Designers to ensure all concepts/designs adhered to brand-image
- Style pkg. building, trim development, L/D & S/O, and BOM building in PLM
- Purchasing of new artworks from studios shown
- Hand drawings to display concepts for season line's direction

- Technical communication with Florida Pattern-maker, ensuring fit was correct
- Frequent traveling to Florida for demographic studies and trend analysis

#### Education

Associate of Arts : Fashion Design 2009 The Fashion Institute of Design and Merchandising City , State , USA

### **Bachelors of Science Business Management EXP. 2017**

#### Awards & Honors

- Certified OZ PRINCIPLE Leader 2014 - Present
- National Young Leader of America 2006 - Present
- Les Miller Outstanding Leadership/Scholarship Award 2006
- Assistance League of Newport-Mesa Outstanding Leadership/Scholarship 2006
- Pacific Life Foundation Outstanding Leadership/Scholarship 2006

#### Core Qualifications

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|--|---|
| • Featured in WGSN 2015 Retail Analysis            | • PLM, WebPDM, & Gallery                              |
| • Trend and emerging brand awareness               | • Nedgraphics   |
| • Spec measurements                                | • Oracle E-Business Suite                             |
| • Strong creative design skills                    | • Technical Drawings                                  |
| • Merchandising                                    | • MAC and PC versatility                              |
| • Creating Line sheets/Look-books                  | • Hand-Pattern work                                   |
| • Demographic studies                              | • Asia, Mex., & Euro Dev./Prod. Vendor Communications |
| • Well versed in Adobe softwares; Illustrator & PS |   |