

# YVONNE M. RUIZ

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## Professional Summary

Designer of Prints and Textiles with a focus on womenswear, intimates/sleepwear, active/sport/ lounge, swimwear, children, home and accessories. High taste level and quality standards. Speciality in creating original artworks, compelling color stories, engineered print layouts, repeats, colorways, trend research and development. Offering a unique combination of aesthetic and digital skills. Develop trends, concepts and product through lens of customer and brand DNA.

## Skills

Skilled in NedGraphics, Photoshop, Illustrator, Kaledo, Microsoft Office

Strong communicator and team leader, Project Management, Product Development, Design, Analysis, Relationship Management, Project Support

Fluent in Spanish, Conversational Italian

## Professional Experience

**Adjunct Professor**, New York, NY

Jan 2021 to Present

### Fashion Institute of Technology

- Teach digital knit and print design using Kaledo, NedGraphics, Adobe Photoshop and Illustrator
- Develop relevant and engaging curriculum and classroom planning for class exercises and student projects
- Use current technology including Google and Blackboard to convey course work, lectures, video tutorials and communicate with students
- Work closely with students to keenly develop designs and color work for strong, cohesive knit and print collections

**Textile Designer**, New York, NY

2000 to Present

**Clients:** Talbots, Haven, Victoria's Secret, Gap, Suzie Kondi, Salon 1884, NuPrimary, Abercrombie & Fitch, Ralph Lauren, Jones NY, Liz-Claiborne, Vera Bradley, Tommy Bahama, Isaac Mizrahi

- Design and style product lines, prints and colorways for in-house open lines and various customers; such clients include women's, men's, teen, baby, missy, swimwear and home markets
- Track and design on trend print artwork for upcoming line developments
- Work with art studios and other in-house departments on execution of original artwork, repeats, colorways and other art development needs
- Communicate with mills for screen developments, strike-offs and final fabric and color approvals
- Purchase artwork for various lines and needs from outside art studios
- Create concept and presentation boards for licensed brands, open line and potential customers

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**DRESSBARN, New York, NY**

2018 to 2019

## **Director Print & Color**

- Developed seasonal color palettes and prints stories, working closely with Trend and Concept
- Purchased artwork for various lines and needs from outside art studios
- Oversaw and assisted in all Print development, direction, color and sorting amongst all categories
- Led and worked closely with Print Stylists to ensure concept intentions were met
- Monitored and recognized relevant print and color trends and consumer needs
- Supported leadership vision and business needs
- Created presentation boards for seasonal concept meetings
- Led Color team; updating color palettes and reviewing strike offs and digital printing samples
- Implemented a strike off library to track, maintain and safeguard strike offs for all teams to share
- Secured prints were fabric specific within printing limitations
- Collaborated with design and merchant teams to support communication and review of print direction and development
- Spearheaded meetings with fabric and sourcing teams to ensure high quality results while hitting timelines - assisted in assessing any problems, concerns, needs from overseas mills
- Studied and understood company DNA. Tracked best vs worst sellers and communicated with team
- Overhauled and streamlined Print Department work processes
- Implemented a digital artwork archive library for easy print identification and tracking
- Tracked and managed department budget. Including; art studios, purchased artwork, CAD program, computer and printer needs, freelance budget, overall upkeep
- Refined color library and color calibrated environment to secure consistent color
- Partnered with internal IT and external vendors to keep abreast of new technologies

**Mill Director, Union City, NJ**

1997 to 1999

## **Bordo Knitting Mill - Sweaters**

- Designed and styled prototypes for in-house label
- Managed development of knit programs from technical specification stage to final delivery, overseeing all production control (knit, cut, sew) while manufacturing top quality goods
- Coordinated closely with Client's production and concept designers to manufacture products that met quality fits and quality standards
- Directed quality control of first garment samples through production garments, controlling spec sheets and garment information packages

## **Education**

**Textile/Surface Design, Fashion Institute of Technology, New York, NY**

**Bachelor of Arts, Spanish Literature, University of Connecticut, Storrs, CT**