

Amanda Pietsch

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WORK EXPERIENCE

Leslie Jee Textiles

Huntington Beach, CA

Designer

2016 to Present

- Demonstrate design and process improvement capabilities through aligning organizational strategies with objectives, carefully analyzing line needs, and identifying appropriate design and color trends to advance the organization's vision
- Engage in cross-functional collaboration with transdisciplinary teams to complete a dynamic range of color design projects while communicating technical specifications to third-party vendors to maintain high quality standards and brand integrity
- Provide insight and creativity by contributing to new marketing material ideas, written design inspiration, graphics, and information architecture to achieve optimal design outcomes
- Exemplify outstanding time management skills by tracking and managing workflows and workload per collection while adhering to tight deadlines and strict budget parameters
- Instrumental in improving operational efficiency by identifying and resolving complex issues with certified labs while creating tangible and practical solutions to drive results
- Manage and monitor company's WordPress website back-end including plugins, tools, and database
- Identify content needed and edit company's WordPress website to increase traffic

Integra Escrow

Remote, CA

Design & Marketing Coordinator

2012 to Present

- Illustrates necessary materials such as graphics, photographs, layouts, forms, merchandise, signage, and other visuals to achieve optimal design outcomes while maintaining brand identity
- Contribute to new marketing material ideas, social media content, and written inspiration to increase traffic
- Performs website analysis and user tests to ensure proper management of content and data systems

Chase 54

Remote, CA

Technical Designer & Production Coordinator

2016 to 2019

- Developed tech packs and communicated construction details and updates to vendor factories and overseas offices while updating tech packs as needed
- Measured product samples and updated specs with strong attention to detail while ensuring projects were completed in an accurate, efficient, and timely manner
- Played a key role in establishing quality control processes by ensuring all standard grade rules were correct while suggesting necessary changes to enhance product development
- Maintained and tracked progress of development samples while creating a streamlined database to protect data integrity

Haus of Grey

Los Alamitos, CA

Technical Designer & Product Developer

2014 to 2015

- Issued and managed all apparel purchase orders and terms while fostering positive and productive business relationships with third-party vendors and clients
- Provided strategic leadership and guidance to high-performance manufacturers to enforce adherence to global quality standards
- Negotiated costs with factories to meet gross margin targets, resulting in increased profitability and market share
- Strengthened organizational capabilities by maintaining Design/Production Calendar for the year for multiple lines
- Created new tech packs, flat sketches, grading rules, pattern corrections while providing solutions to improve existing systems and design processes

EDUCATION

Fashion Institute of Design and Merchandising (FIDM)

Los Angeles, CA

Business Management, Bachelor of Science Degree

Fashion Institute of Design and Merchandising (FIDM)

Los Angeles, CA

Fashion Design, Associate of Arts Degree

Coursera

Web Based

UX Design, Certificate

Color Marketing Group

Santa Fe, NM

Color and Science Theory

SKILLS & EXPERTISE

Skills: Adobe Creative Suite, Figma, Google Workspace, macOS

Expertise: Design & Marketing, Research & Data Analysis, Graphic & Web Design, Evaluation & Assessment, Product Design & Development, Project Management, Decision Making