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| **Kristinn Sigridarson** | Bloomfield NJ 07003 • 1 973 517 3777  ksteinar@gmail.com  linkedin.com/in/kristinn-sigridarson/ |

**VP of Design | Creative Director**

**A creative and resourceful executive with comprehensive experience in overseeing and executing product development activities across multiple classifications and price points.**

Proven success in leading creative and design process from concept to completion, introducing the seasonal concept, color, and trend direction for the brand, and planning with sales and merchandising teams for marketing and roll-out of collection. Results-oriented professional with a track record of extensively traveling for sourcing, trend spotting, and inspirational shopping. Possess in-depth knowledge and understanding of garment construction and fit as well as fabric and yarn development. Demonstrated ability to identify and drive trends with an elevated taste level, excellent print and color aesthetic, and eye for details quality and fit. Exhibit transformational leadership, problem-solving, organizational, and relationships building skills at all levels. Highly proficient with Photoshop and Adobe Illustrator.

*Areas of Emphasis*

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| * Fashion Design * Brand Development * Operations Management * Trend Analysis & Forecasting * Product Innovation | * Merchandising * Product Development * Strategic Planning & Execution * Concept Development * Team Building & Leadership |

**Professional Experience**

ANJAL, Anytown, State

**CEO & Co-Creative Director, March 2009 to Present**

Formulate a business plan and develop an annual financial budget to ensure the smooth running of functions. Liaise and function closely with the sales team to create a seasonal plan and robust strategy as well as coordinate with key retail accounts to present seasonal collections. Collaborate and work closely with the co-creative director to plan and introduce creative seasonal concepts, also select colors, fabrics, and prints.

***Key Contributions:***

* Planned and established the company as a financing partner in 2006 and joined as a CEO in 2009 to streamline and manage overall business management operations to drive organizational growth.
* Administered and controlled all web store and online content, oversaw activities related to creative and digital advertising, and focused on increasing brand awareness.
* Assured seamless execution of functions by consistently monitoring and adeptly dealing with sample room operations and production.
* Devised and implemented seasonal sales and merchandising plans by leveraging key skills and industry knowledge.
* Created an internal structure to enable growth and expansion as well as doubled the business for the next consecutive five years.
* Steered efforts towards local partnering and online retail marketing that aided in growing European and Australian businesses.

THE JONES GROUP, Anytown, State

**Design Director Woven - Jones NY Collection,** March 2006 to March 2009

**Design Director Woven – AK Anne Klein,** Sep 2003 to Mar 2006

Hired as a design director; reviewed, updated, and modernized the main career collection utilizing key skills and industry knowledge. Headed overall activities related to the design and development of the AK Anne Klein collection after the acquisition of Anne Klein by Jones. Introduced seasonal design and innovative concepts in coordination with the design team. Successfully developed colors, fabrics, and prints in conjunction with the design team, also administered fittings and signed off on all fit approvals. Attended seasonal previews and strategy meetings and presented designs to buyers. Extensively traveled internationally for sample development, trend shopping, and fabric shows.

***Key Contributions:***

* Doubled annual turnover within the first year by $100+M while working as Design Director Woven – AK Anne Klein.
* Led and managed a design team of 10 members and provided support in executing product development activities.
* Created seasonal plans and devised a business strategy in collaboration with the sales and merchandising teams.

**Teaching Experience**

Marist College, Anytown, State

**Adjunct Professor,** Aug 2013 to June 2014

Coordinated and functioned closely with the senior class and guided in preparing the final graduation thesis. Enabled the highest level of creativity and workmanship from a diverse group of people while focusing on maintaining a positive atmosphere and work environment, resulting in the graduation fashion show received high praise and considered the best show the University.

***Key Contributions:***

* Headed and supported a two-semester class that culminated in the Silver Needle Runway Presentation.

*Additional experience as* ***Design Director - Rena Rowan*** *at The Jones Group, as* ***Freelance Consultant/Designer*** *for various client companies, as* ***Senior Designer – Ready to Wear*** *at Casual Corner Group Inc., as* ***Partner – Creative Director*** *at KTF Inc., and as Designer at Gillian*

**Educational Background**

**Bachelor of Fine Arts in Fashion Design**

Parsons School of Design - New York, NY