

Professional Summary

Results-driven and innovative apparel professional with over 15 years of experience in the motorcycle industry, leveraging expertise in street bike and cruiser riding to design and develop cutting-edge riding gear and apparel. Proven track record of bridging gaps in manufacturer offerings through bespoke solutions.

Professional Experience

Founder & Chief Design Officer, Rybak Riding Gear & Apparel (AP10 Level)

Inazuma.co | 2018 - Present

Senior Apparel Designer (AP8 Level)

Motorcycle Gear Inc. | 2015 - 2018

Key Achievements:

- Successfully launched a new line of waterproof jackets, increasing sales by 25% within the first quarter.
- Collaborated with the R&D team to integrate innovative materials, reducing production costs by 15%.

Responsibilities:

- Designed and developed motorcycle apparel for various riding styles.
- Conducted market research to stay updated on industry trends.

Apparel Designer (AP5 Level)

RideSafe Apparel | 2012 - 2015

Key Achievements:

- Created a bespoke line for professional motorcycle racers, leading to a 30% increase in brand visibility.
- Improved design efficiency by implementing a new CAD software, reducing design time by 40%.

Responsibilities:

- Assisted in the design and development of motorcycle gear.
- Participated in photoshoots for marketing materials.

Junior Designer (AP2 Level)

GearUp | 2010 - 2012

Key Achievements:

- Contributed to the design of a best-selling glove line, praised for its comfort and durability.
- Developed a comprehensive style guide, ensuring brand consistency across all products.

Responsibilities:

- Assisted senior designers in apparel development.
- Maintained the company's design archives.

Education

Bachelor of Fine Arts in Fashion Design

Savannah College of Art and Design (SCAD) | 2010

Technical Skills

Design Software:

- Adobe Creative Suite (Photoshop, Illustrator, Sketchbook)
- Computer-Aided Design (CAD) Software (OptiTex, TUKAcad)

Project Management Tools:

- Asana
- Trello

Materials Knowledge:

- Waterproof and breathable materials (Gore-Tex, eVent)
- Durable fabrics (Kevlar, Cordura)