

Professional Summary

Results-driven and visionary apparel industry leader with over 15 years of experience in driving business growth, innovation, and team excellence. Proven track record of successfully navigating complex market trends and fostering collaborative environments that yield high-performing teams and exceptional customer satisfaction.

Professional Experience

Executive Director, Global Apparel Strategy

Inazuma.co | January 2020 - Present

Senior Vice President, Product Development

Elevé Fashion House | June 2015 - December 2019

Key Achievements:

- Increased product line profitability by 32% through strategic design and supply chain optimization.
- Successfully launched a sustainable fashion line, achieving a 50% increase in brand reputation scores.

Responsibilities:

- Led cross-functional teams in product design, development, and launch.
- Developed and managed multi-million dollar budgets.

Director, Apparel Design

Trendsetters Inc. | March 2010 - May 2015

Key Achievements:

- Conceptualized and executed a new brand identity, resulting in a 25% increase in sales within the first year.
- Established and managed a team of designers, reducing design-to-market time by 40%.

Responsibilities:

- Oversaw the design process from concept to production.
- Collaborated with marketing teams to align design with brand strategy.

Senior Designer

Fashion Forward Ltd. | September 2007 - February 2010

Key Achievements:

- Designed a collection that was featured in a prominent fashion magazine, boosting brand visibility.
- Improved design efficiency by implementing a new CAD system, reducing design time by 30%.

Responsibilities:

- Designed seasonal apparel collections.
- Assisted in the development of design guidelines and brand standards.

Education

Bachelor of Fine Arts in Fashion Design

Parsons School of Design at The New School | May 2007

Technical Skills

Design and Creativity:

- Adobe Creative Suite (Expert)
- Sketching and Illustration
- Fashion Trend Forecasting

Leadership and Management:

- Strategic Planning
- Team Management and Development
- Change Management

Operational Efficiency:

- Supply Chain Management
- Budgeting and Financial Analysis
- Project Management Tools (Asana, Trello)

Digital Transformation:

- E-commerce Platforms (Shopify, Magento)
- Digital Marketing Principles
- Data Analysis for Business Insights