

EDUCATION

Parsons The New School for Design BFA Fashion Design, May 2014, Chase Scholars Program; Dean’s List, Saks Fifth Avenue, and BFA Scholarships
Nominee, Portfolio of the Year, Parsons the New School for Design, 2014

EXPERIENCE

Bombfell, Inc.

Merchandising Coordinator, March 2018 - Present

- Manage the internal platform and client-facing item pages
- Order and track samples for processing
- Resolve vendor issues
- Assess styles for fit and quality
- Manage our internal Instagram to keep the styling team informed of inventory updates
- Conduct trend research and evaluation

Assistant, Special Projects, May 2017 - March 2018

- Conducted trend research and evaluation
- Organized processes
- Developed two private label lines with several vendor partners
- Comparison shopped for exclusive retail partnership with JC Penney

Men’s Stylist, November 2015 - May 2017

- Styled personalized packages based on client profiles, purchase history, and feedback
- Worked with the customer experience team to resolve issues

Condé Nast Media Group

Associate Manager of Marketing, January 2015 - September 2015

- Conceived, drafted, and managed various creative advertising programs from initial request through sale to execution: events, campaigns, print or digital initiatives
- Processed invoices
- Facilitated blogger activations
- Wrote proposals
- Mitigated issues with clients, agency partners, and vendors
- Carried out event planning and preparation

Cygnnet Studio, Inc.

Studio Assistant, January 2014 - December 2014

- Prepared fabric and materials for construction: patterning, cutting, flatlining, pinning, pressing, thread-tracing, hand stitching, and custom treatment
- Maintained stock and specialty fabric and reference garments

Eric Winterling, Inc.

Studio Assistant, January 2014 - August 2014

- Couture hand treatment for garments: beading, applique, hot-fit application, etc.
- Maintained stock and specialty fabric, reference garments, and patterns

CAP, LLC

Media Lead, August 2012 - August 2015

- Marketing and branding: Design and production of print and digital advertisements
- Content production for business partners: in-store signage and print advertisements

Ford + Condé Nast Parsons Design Lab

Design Fellow, June 2014 – September 2014

- Produced a fashion collection in celebration of the 50th anniversary of the Ford Mustang
- Materials and fabric treatments experimentation
- Organization and communication tasks

Fiona Dieffenbacher Research Project

Research Assistant, August 2013 – October 2013

- Acted as a research and planning aid for the BFA Fashion Design Program Director of Parsons as she worked toward a book and launch event
- Conducted interviews
- Organized research
- Generated ideas

Aeropostale, Inc.

Design Intern, June 2013 – August 2013

- Built presentation boards and layouts
- Attended fittings and production meetings
- Organized donation
- Conducted trend research

Royal Society of the Arts

Winner, US Student Design Award, Textiles, April 2013

Independent Project: developing a textile system that extends a fabric’s use phase.

EXPERTISE

UX | Product Skills

- Competitive Analysis
- Business Canvas Design
- Product Development
- User-Flow Mapping
- Personas, Mental Models
- Product Requirements
- Qualitative & Quantitative Research
- User Research
- Competitive Analysis
- Heuristic Evaluation
- Prototyping Across Fidelities
- Interviews & Surveys
- User Centered Design
- Content & Design Strategy
- Information Architecture

Fashion Skills

- Fashion Design & Construction
- Apparel Pattern Development & Draping
- Garment Fitting
- Illustration
- Private Label Development
- Merchandising
- Inventory Management
- Couture Handwork
- Fabrication: Weaving, Felting, & Knitting
- Millinery
- Flats & specs

Programs

- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Adobe InDesign
- Adobe Bridge
- Adobe Character Animator
- Adobe Premiere Rush
- Pointcarre
- Keynote
- Microsoft Suite
- Google Suite

Practical Skills

- Organization
- Communication
- Customer Service
- Social Media
- Vendor Relations
- Factory Relations

Leadership Skills

- Recruitment & Hiring
- Process Organization
- Training & Mentoring
- Design Thinking
- Team Building
- Sales Analysis

Miscellaneous Design Skills

- Branding / Marketing Design
- Event Planning
- Character Design
- Basic Animation
- Video Editing
- Typography