

# EMILY PREBLE

## FASHION DESIGNER | PROJECT MANAGEMENT | MERCHANDISER | PRODUCT DEVELOPMENT

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Motivated and naturally curious designer, dedicated to exceptional design and business growth. Strong work ethic and empathy, with a drive to succeed and ability to pivot as needed.

## CORE COMPETENCIES

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Product Development | Product & Brand Marketing | Merchandising | Adobe Illustrator | Adobe Photoshop  
People-Oriented | Creative Problem-Solving | Design-Thinking | Collaborative Mindset

## PROFESSIONAL EXPERIENCE

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**BOBI LOS ANGELES**, Los Angeles, CA (currently working remotely)

**Senior Designer** | October 2015 – Present

Designing, merchandising and managing the development of bobi and bobiBLACK. Using data and creative intuition to design a collection that exceeds sales goals year after year.

- Design - Utilize trend research, analyze sales reports and use creative intuition to decisively design and to navigate the line creatively forward, to exceed revenue and profit targets. Increased wholesale sales +30% in the first year (+200% YTD).
- Project Management - Manage the development and production of bobiBLACK with overseas factories, from ideation to execution with YOY growth in sales/distribution.
- Marketing - Constructively advise feedback and approvals on designs, concepts, layout, content creation, and copywriting. Work cross-functionally to create and uphold brand integrity.
- Art Direction - Organize and plan photo shoots within budget. Give art direction, style shots and outfits, and oversee the content through postproduction for wholesale use and online product launches.

**BELLDINI**, Los Angeles, CA

**Designer & Technical Design Lead** | April 2013 – October 2015

Lead US wholesale relaunch of Belldini's previously failed cut & sew division, surpassing all revenue growth expectations. Coordinated and lead customer meetings which delivered above goal revenue.

- Project Management - Facilitated and managed the relaunched of the cut & sew division of the line. Achieved over \$2M in sales within the first 2 years.
- Design - Designed over 100 styles per season for multiple customers, with proven track record of creating best-sellers season after season.
- Technical Design - Technical design team lead, scheduled and lead all fittings and managed overseas factories to achieve excellent fit and on-time deliveries.
- Sourcing & Quality Assurance - traveled internationally for fabric sourcing in local markets in China, developed relationships with factories & fabric mills. Walked the factory floors to address production issues in person, streamline workflow and optimize productivity.

**SUNRISE BRANDS**, Los Angeles, CA

**Associate Designer | May 2012 – April 2013**

Worked under pressure in a fast-paced environment of constantly shifting priorities and change, while maintaining an entrepreneurial attitude towards design.

- Creative Design - Work closely with creative director, head designer and cross-functional teams to build brand-right products that supported the brands financial and merchandising strategies.
- Technical Design - Attended production fittings, advised technical design team on fit corrections, approved styles and tech packs to proceed to production.
- Brand Management - Worked on Isaac Mizrahi brand: approving artwork for prints, creating tech packs and approving final products for production.

**MACRO USA (A DIVISION OF TEFRON), City of Commerce, CA****Designer | August 2009 – February 2012**

Frequently traveled to develop better customer relationships, implementing one-on-one sales and design meetings in order to increase the growth of our private label business.

- Design - More than doubled our private label business with big customers (Walmart, JC Penny & Target) from \$10M to \$22M within 2 years.
- Sales - Implemented more intimate one-on-one sales meetings with smaller customers, increasing sales for one small online retailer from \$200K to \$1M within 3 years.
- Management - Prioritized and delegated tasks. Managed in-house assistant designer, pattern makers, entire sample room, and contracted textiles designers.
- Technical Design - Lead production fittings, advised changes needed to pattern team and oversaw production fabric, construction and timelines to ensure delivery of exceptional products.

**EXCELSIOR, INC., City of Commerce, CA****Designer | September 2007 – August 2009****Assistant Designer | February 2007 – August 2007**

Promoted within 7 months of employment from Assistant Designer to Designer. Designed a more intuitive line with customers' needs in mind, to build brand sales drastically and gaining new customers as a result.

- Design - Increased private label business +25% within the 1<sup>st</sup> year of being promoted to Designer. Launched a contemporary swim line, in addition to designing the Missy, Plus and Junior swim divisions.
- Management - Prioritized, delegated tasks, and managed in-house assistant designer, pattern makers, entire sample room, and contracted textiles designers.
- Sales - Lead sales meetings with buyers and collaborated with teams to grow private label sales.

**TARGET CORPORATE, Minneapolis, MN****Intern Global Fit Standards Team | August 2005 – January 2006**

Excelled quickly in a cross-functional environment, discovering and innovating best practices for more productive workflow that were implemented for long-term, worldwide use.

- Technical Design - Analyzed and improved the fit of garments in order to maximize sales of products.
- Production - Created perfected patterns/slopers for international use across all factories worldwide producing for Target.
- Internal Best Practices - Created training & best practices handbooks for the Global Fit Standards Team.

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**EDUCATION**

**UNIVERSITY OF WISCONSIN – STOUT | BACHELOR OF SCIENCE | Major: Fashion Design & Development**