

EMILY PREBLE

FASHION DESIGNER | MERCHANDISER | PRODUCT DEVELOPMENT

Motivated creative & technical designer dedicated to exceptional design and business growth. Exceptional work ethic and empathy with a drive to succeed and pivot as needed.

CORE COMPETENCIES

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

PROFESSIONAL EXPERIENCE

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

Senior Designer | October 2015 – Present

Translating market research, sales report data, and creative intuition into a collection that exceeds sales goals year after year. Increased wholesale sales +30% in the first year (+200% YTD).

- Utilize market research, trend analysis, and use creative intuition to decisively design and manage multiple collections at a time from ideation to execution.
- Merchandise, develop, fit, and manage the production of 5 collections a year with overseas factories, with YOY growth in sales/distribution.
- Supervise brand marketing (social media and marketing team), communicating feedback and approvals on designs, concepts, layout, content creation, and copywriting. Work cross-functionally to create and uphold brand integrity.
- Analyze sales reports and back-end website analytics to navigate creatively forward, to exceed revenue and profit targets.
- Experience in organizing & facilitating photo shoots as well as styling, art direction, and postproduction.

BELLDINI, Los Angeles, CA

Designer & Technical Design Lead | April 2013 – October 2015

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

- Facilitated and managed the relaunch of the cut & sew division of the line, dedicating time and attention needed for a successful launch. Achieved over \$2M in sales within the first 2 years.
- Designed over 100 styles per season for multiple customers, with proven track record of creating best-sellers season after season.
- Oversaw internal quality control and in charge of technical design team, achieving excellent fit and on-time deliveries.
- International travel for fabric sourcing in local markets in China, developing 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.

- Work closely with creative director, head designer and cross-functional teams to build brand-right products that supported the brands financial and merchandising strategies.
- Attended production fittings, advised technical design team on fit correction. Approved styles and tech packs from development through production.
- 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.

- More than doubled our private label business with big customers (Walmart, JC Penny & Target) from \$10M to \$22M within 2 years.
- Implemented one-on-one sales meetings with smaller customers, increasing sales for one small online retailer from \$200K to \$1M within 3 years, accounting for more than 50% of their yearly revenue.
- Prioritized projects, delegated tasks, and managed in house team of an assistant designer, textiles designers, pattern makers, and entire sample room.
- Led 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.

- Increased private label business +25% within the 1st year of being promoted to Designer.
- Launched a contemporary swim line, in addition to designing the Missy, Plus and Junior swim divisions.
- Prioritized, delegated tasks, and managed in house team of an assistant designer, textiles designers, pattern makers, and entire sample room.

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.

- Analyzed and improved the fit of garments in order to maximize sales of products.
- Created perfected patterns/slopers for international use across all factories producing for Target.
- Innovated best practices, creating training & best practices handbooks for the entire Global Fit Standards Team.

EDUCATION

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