

Senior Apparel Designer

Top-performing leader with a proven track record of driving innovation and excellence in apparel product design across the fashion industry. Accomplished in staying ahead of the latest industry trends and consumer preferences.

Consistent history of breathing life into multiple brands through innovative design concepts, meticulous execution, and strategic merchandising insights. Demonstrated success in every stage of the product lifecycle, from ideation, and design to production and market launch. Accomplished in catalyzing revenue growth, nurturing robust vendor partnerships, and steering market-leading lifestyle brands toward profitability. Visionary strategist and designer, known for leading cross-functional teams and fostering collaboration to ensure the successful creation and delivery of quality apparel products.

- ✓ Consistent in delivering market-ready designs that surpass sales and quality goals to enrich brand profitability.
- ✓ Creation of iconic, trend-setting designs that capture the essence of each brand while ensuring a seamless finish.

Core Competencies

- Product / Apparel Development
- Strategic Planning & Analysis
- Global Merchandising & Sourcing
- Operations Management
- Market Research & Insight
- Need Analysis / Trend Forecasting
- Brand Creation & Development
- Cross-Functional Coordination
- Revenue Growth & Generation
- Vendor Partnership Building
- Team Building & Leadership
- Profit & Loss Accountability

Accomplishments

- Introduced groundbreaking innovations, setting ToughBuilt apart as an industry leader; combined the function of technology, outerwear, tools, and retail, revolutionizing the construction gear market.
- Navigated challenges of an ever-changing global supply pool during the post-pandemic period, ensuring a consistent and reliable product supply for customers. Integrated industrial tool department innovations into product designs.
- Spearheaded the planning, design, and execution of fully integrated men's bottoms programs both domestically and internationally, fostering innovation within the LA vendor ecosystem.
- Implemented advanced systems for market analysis, customer insights, and product development, resulting in the identification of new trends and product opportunities, ensuring a continuous flow of cutting-edge merchandise.
- Cultivated strong partnerships with manufacturing facilities in overseas and North American markets, collaborating closely to meet strict deadlines, achieve cost-effective targets, and maintain the highest levels of product quality.

Professional Experience

TOUGHBUILT, Irvine, CA

2021 – 2023

Senior Designer/Developer Technical Workwear Bottoms & Jackets

Introduced the comprehensive design and development of apparel within the construction industry, with the aim of surpassing competitors such as Carhartt, TrueWerk, and Snickers. Acquired additional expertise in crafting technical workwear, outerwear, safety attire, and innovative solutions tailored specifically for the construction sector.

- Interacted with the industrial design team to drive seamless integration of technical features such as Bluetooth connectivity, LED lighting, magnetic knee plate protection, and chest shelf pockets across multiple platforms.
- Generated and maintained an extensive repository of product-related data, encompassing design tech packs, fabric forecasting, specifications, line trackers, cost analysis, and work-in-progress (WIP) reports.
- Orchestrated comprehensive analysis, research, and merchandising activities, resulting in the identification of optimal product mix targets for retail giants including Lowes, Home Depot, and Tractor Supply.

HIPPYTREE, Torrance, CA

2018 – 2021

Product Development Management

Oversaw every facet of the product life cycle, spanning from initial design to production, with a keen focus on technical intricacies related to fabrications and fitting. Acquired additional expertise in the development of technical boardshorts, outerwear, and sustainable sourcing solutions tailored to the outdoor and surf marketplace.

- Supervised and organized an extensive array of product-related data, encompassing crucial elements such as tech packs, fabric pitch sheets, specifications, line lists, costing documents, and work-in-progress (WIP) reports.
- Contributed to the company's success by offering expert analysis, innovative solutions, and valuable marketing insights, ultimately facilitating the successful marketing and sale of their products.

PUTNAM ACCESSORY GROUP

2014 – 2017

VP of Merchandising & Brand Management

In charge of price negotiations, lead times, MOQ, and volume discounts with vendor partners while overseeing the Design and Product Development Department, handling SMU, branded, private label, and direct-to-consumer products. Kept a pulse on competitor products, distribution, and pricing strategies. Maintained stock service levels, pricing, promotions, and selection to meet service level, inventory, and financial targets. Curated product presentations and steered promotions and merchandise displays, enhancing the overall visual appeal and marketability of the product portfolio.

- Led the strategic direction of Artist Joint Venture Department, overseeing the development of iconic fashion brands: Original Chuck by Mark McNairy, Amber Rose Eyewear by Amber Rose, and Kirkwood by Future Hendrix.
- Achieved a remarkable increase in sales, driving revenue from \$8 million to \$12 million, showcasing a profound impact on the bottom line.
- Pioneered the development of sophisticated systems to discern customer preferences, track category trends, and identify novel product opportunities, ensuring a continuous pipeline of cutting-edge offerings.
- Undertook multiple trips to Japan and China, reinforcing critical relationships and ensuring the unwavering adherence to stringent quality standards in product manufacturing.

1721 GROUP, Vernon, CA

2014

Consultant Design Brand Strategy

Delivered analysis, strategic solutions, and expert marketing insights to facilitate the successful sales of the company's products. Contributed to the company's success by identifying opportunities and enhancing market positioning.

- Strategically planned, designed, and executed complete men's bottoms programs, originating entirely within the Los Angeles vendor pool, showcasing a commitment to local manufacturing and innovation.
- Highlighted target demographics, evaluated consumer perspectives, analyzed competition, tracked industry trends, and assessed the inherent value of the products in the marketplace.

Prior Experience

Consultant, Apparel Development, Sourcing, Merchandising | ROOK, Irvine, CA
Director of Merchandising & Design | ONE DISTRIBUTION / KR3W / SUPRA, Fountain Valley, CA

Education

Bachelor of Science Landscape Architecture | California Polytechnic University San Luis Obispo

Technical Proficiency

Adobe CC Suite- (Illustrator, Photoshop, Acrobat Pro), Microsoft Office Suite- (Excel, Word, PowerPoint),
Shopify, BrandBoom, PLM Software- WFX, Full Circle, Slack, Mac & PC