

Design & Merchandising Executive with 18 years' experience in department store, mid-tier, and mass-market Fashion, including starting up product lines, expanding brands into new departments, and penetrating key retailers such as Kohl's, Nordstroms, Target, and Wal-Mart, with licensed, private label, and branded products.

- ❖ History of tripling and quadrupling companies' multi-million dollar revenues after taking the helm in Merchandising, Development, and Creative Direction.
  - ❖ Excellence in assembling and motivating a cross-functional, collaborative team to do the work of a task-force at least double their size, retaining staff for 5-8-year stretches.
  - ❖ Mastery of the link between Design, Development, and Manufacturing, having directed creative teams, served as an interdisciplinary liaison, and worked with vendors in India, China and Taiwan.
  - ❖ Recognized trend-spotting talent from ongoing and extensive travel to Fashion capitals: Paris, London, Amsterdam, Munich, Barcelona, Zurich, Sydney, and Melbourne.
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## MJC International | San Francisco | 03.2003 - Present

Recruited to open up women's wear division and expand merchandise into branded and licensed product lines for this \$70M sleepwear and daywear designer/manufacturer.

<b>VP OF DESIGN</b> 07.2005 – Current	Launched brand new license and branded women's sleepwear and daywear line, generating \$2M-\$3M through Hurley pilot program, with subsequent multimillion-dollar wins at Wal-Mart, Nordstrom, and Target.
<b>CREATIVE DIRECTOR</b> 03.2004 – 07.2005	Assembled and led design team and production artist team stationed in San Francisco and Hong Kong. Aligned Merchandising efforts with Production and Sales, plus directed overseas Development efforts.
<b>MERCHANDISER</b> 03.2003 – 03.2004	Established a foundation for growth through market research, competitive analysis, and evaluation of existing product lines against trends.

***Quadrupled company revenues from \$20M to \$80M, by introducing brand new women's wear lines, accounting for 55% of total profits by 2011.***

### *Bringing Programs to Market*

- Won Wal-Mart OP quarterly sleepwear and daywear program (Fall09 alone generated \$20M).
- Gain entry into Walmart missy and juniors licensed sleepwear averaging \$5M-\$8M/quarter.
- Broke into Target with Paul Frank Young Men's & Junior's sleepwear and daywear, as part of an effort of bringing this specialty brand to all tiers of distribution, growing revenues to \$7M.
- Drove Hurley's first-ever Young Men's & Junior's sleepwear, pulling in \$3M within 2 years.

### *Putting Together Winning Teams...*

- Built 12-person design team with a separate Production Artist group, comprised of an array of artistic style and fashion perspectives, trimming group to 8 designers during recession.
- Led Design team in translating seasonal concepts through color, prints, patterns, fabric choice, and graphic/artistic direction at an appropriate price point for the market.
- Oversaw Development teams in holding China manufacturer to original design work, in terms of base fabrics, print techniques and silhouettes, maintaining sign-off authority on all pieces.
- Retained staff members long-term, introducing a 'design pit' (instead of cubicles) to inspire ongoing collaboration, creativity, accountability, and mutual respect.

### *Maintained A Productive Work Climate...*

- Kept team culture intact and overhead low by promoting top-performers and increasing their responsibilities. Upon losing 1 designer, apportioned 30% of her 60,000 salary into bonuses, inspiring team to cover the additional workload.
- Orchestrated collaboration between Design, Sales, and Production, taking feedback from Sales to create samples, then relaying retailer's perspective to Development for redesign.

## In Private | New York | 04.1996 – 02.2003

Hand-picked by the owner of this Young Men's and Junior's apparel company as the very first staff Designer.

**CREATIVE DIRECTOR** 06.1998 – 02.2003 Grew Design team to 8 fully trained, autonomously running creative and support staff – keeping each staff member onboard for at least 4 years.

**SENIOR DESIGNER** 04.1996 – 06.1998 Worked directly with industry veteran, developing a talent for predicting trends and creating high-design, progressive apparel for less money.

*Credited with revolutionizing this enterprise, growing revenues from \$20M to \$70M, and transitioning to a fully technology-driven infrastructure.*

### *Bringing Programs To Market...*

- Launched \$20M Mossimo Young Men's surfer-influenced line exclusively for Target.
- Fired off Kohl's \$30M private label young men's surf wear collection, later transitioning to a junior's swimwear collection to stay ahead of the curve (now valued at \$60M).
- Championed a young men's \$5M Piping Hot skate collection into Kohl's, sponsoring celebrity skateboarder at the X-games and setting up a half-pipe at Magic in Las Vegas.
- Participated in Wal-Mart's young men's private label "No Boundaries" program with a collection of young men's tees, woven shirts, and board shorts generating \$15M.

### *Cultivating An Global Perspective...*

- Traveled at least 4 times per year to Europe (London, Paris, Amsterdam, Colon, Munich, Barcelona, Zurich) and Australia (Sydney, Melbourne) for trend shopping.
- Visited factories in India (Mumbai, New Delhi) and Taiwan at least 6 times per year, gaining a strong understanding of manufacturing techniques suited to mass/mid-tier markets.

### *Modernizing Operations...*

- Built a Mac studio from the ground up complete with Adobe Creative Suite, replacing \$10,000/season CAD consultants with in-house team, cutting out weeks of international travel, and powering sales presentations with tailored prototypes.
- Coordinated weekly third-party trainings on digitally creating yarn dyes and graphic prints, preventing lengthy and frequent overseas trips.

## Pier Connection | New York | 03.1994 – 04.1996

Hired by previous boss to start up a Young Men's apparel company, despite having just a year of experience.

**STAFF DESIGNER** 03.1995 – 04.1996 Hired and trained 4 designers as the orders piled in, also helping VP Merchandising with monitoring factory efforts in India (Madras, New Delhi).

**ASSOCIATE DESIGNER** 03.1994 – 03.1995 Handled all design work for first 9 months, researching market trends, preparing design presentations, and shoring up in Photoshop and Illustrator.

## E.S. Original's | New York | 03.1993 – 03.1994

Picked up entry-level job with \$100M activewear/footwear company, filling in for Senior Designer on leave.

**ASSISTANT DESIGNER** 03.1993 – 03.1994 Handled supportive functions such as trend research, sketches, trend boards, color approval, and email correspondence.

### EDUCATION

Bachelor of Arts in Fashion Design, 1992  
University of Texas at Austin