

## Profile

**Skilled Designer & Software Expert** - Outstanding sense of design and ability to connect with the aesthetic of the brand. Experienced in both wovens and knits from concept through production. Ability to articulate ideas and manage workflow of multiple ongoing projects. Strong time management, artistic craftsmanship, interpersonal communication and organizational skills. Known for savvy technical solutions, my software expertise gives me the ability to keep projects on schedule and within budget.

## Career Development

### **Haddad Apparel Group, Ltd. - New York, NY** **2003 - Present** **Senior Apparel Designer / Art Director**

- Manage staff of three: Assistant Designer, Associate Designer, and Graphic Artist.
- Direct team in concept development, design and execution of all apparel and accessories involved with the Levi's® Girls 7-16 division.
- Responsible for the creation of original designs including bottoms, tops, and outerwear silhouettes, belts, embroideries, screenprints, T-shirt graphics, hang tags, labels, and other packaging, all-over prints, yarn dye stripes, plaids and hardware development.
- Lead creative concept brainstorm meetings based on interpretation of current trends and market performance research.
- Lead group in critiques of art and design to discuss improvements and development.
- Set fit and quality standards for the production of garments and all comprised materials and accessories.
- Travel to Europe for seasonal inspirational shopping.
- Travel to Levi's® corporate headquarters in San Francisco 4 - 6 times per year to work with the licensor on seasonal trend direction, research and development, and final line presentations.
- Promoted from Senior Graphic Artist to present title Senior Apparel Designer / Art Director in 2005.

### **Kahn Lucas Lancaster, Inc. - New York, NY** **2001 - 2003** **Head of Graphic Design Department**

- Produced original designs in repeat and/or multiple colorways for use as all-over textile prints, T-shirt graphics, stripes, plaids, florals, embroideries, and appliques.
- Produced presentation boards and production packages for use as sales tools.
- Researched current fashion trends by shopping, attending local shows, and browsing fashion magazines and the internet.
- Hand painted, embroidered, and beaded designs on sample garments for showroom presentations.
- Maintained digital art libraries (e.g. plaid swatches, silhouettes, bows, accessories, flowers, etc.)

### **Vertis, Inc. - New York, NY** **1999 - 2001** **Broadcast Designer**

- Learned principles of branding and market identity.
- Created and animated original graphics, titles, and effects for broadcast quality commercial spots.
- Composited animations with video for television and web.
- Coordinated inter-departmental workflow between Print, Video, and Digital Photo Studio.
- Output finished products from Avid to DigiBeta tape, CDR, DVD, and other media.
- Worked on post production for animatics, corporate videos, broadcast commercial spots.
- Maintained a backup library for all client work and in-house promotional work.

## Software Skills

Illustrator	InDesign	MS Office
Photoshop	Freehand	Mac OS X
PlaidmakerPro	After Effects	Windows

## Education

**BFA**, The School of Visual Arts, New York, 2000  
 Graduated with honors from the Computer Art Department  
 Illustration Diploma, Florida Academy of Art, Miami, 1995