

PROFESSIONAL EXPERIENCE

SENIOR DESIGNER

BYLT Basics

SENIOR APPAREL DESIGNER (Men's, Bags and Accessories) July 2024 - Present

- Lead the creation of innovative, trendsetting apparel designs and bag/accessory designs by conducting thorough market research and integrating emerging fashion trends into sketches, technical drawings, and prototypes.
- Collaborate with merchandising, product development and tech design teams to ensure accurate execution of designs that meet fit intentions and align with brand goals.
- Select appropriate materials, trims, and embellishments while developing detailed technical specifications for factories to enhance design quality.
- Facilitate cross-departmental communication by presenting design concepts and incorporating feedback for continuous improvement and alignment with project briefs.
- Proactively manage multiple design projects alongside special assignments, ensuring effective workflow improvements and timely completion of calendar deadlines.

Supply Accessories/Hurley Headwear

SENIOR DESIGNER/Product Developer August 2023 - July 2024

- Design multiple headwear categories for Mens and Kids under the Hurley, Nautica, Life is Good and Capture brand names
- Design winter gloves and mittens for Hurley line
- Work with the Design Director and nominated vendors to manage and track the product development process of multiple Headwear/Accessories Brand Licenses, ensuring that all deadlines and margin goals are met.
- Review samples with the Design Director, send comments/approvals from Protos through TOPs to vendors
- Daily communication with vendors to ensure design requirements were met, review and negotiate costs

Callaway Golf February 2018 - March 2022

OGIO SENIOR SOFT GOODS DESIGNER October 2020 - March 2022

- Design Lifestyle travel bags, Ski/Snowboard travel bags, backpacks, headwear, fitness bags, hydration packs/vests
- Design US SKI TEAM SMU Travel Collection
- Build tech packs for all designs
- Collaborate with Development Department to communicate with overseas vendors and update tech packs
- Design, Print, Color Trend research for design direction of all products
- Assist Design Director with new employee orientation and training

CALLAWAY SENIOR SOFT GOODS DESIGNER February 2018 - October 2020

- Design golf bags, golf gloves, luggage, backpacks, headwear, towels and umbrellas
- Design SMU golf bags, golf gloves and headwear for major accounts including Amazon, Dick's Sporting Goods, Costco and Topgolf
- Build tech packs for all designs
- Collaborate with Development Department to communicate with overseas vendors and update tech packs
- Trend research for design direction of all products

Pelagic June 2017 - February 2018

PRODUCT DEVELOPER / DESIGNER

- Create tech packs for Men's & Women's offshore fishing lifestyle brand
- Design SMU artwork & tech packs for professional fishing charter boat crews; packages included t-shirts, hats, polos, outerwear, and sun protection tops
- Communicate with overseas vendors for sample comments on all tech pack categories

Boot Barn, Inc. April 2016 - June 2017

ASSISTANT DESIGNER – PRIVATE LABEL

- Lead designer for the FALL 2017 Boot Barn Work Wear line "American Worker"
- Designed part of the Men's/Boy's/Infant and Women's/Girl's/Toddler Private Label clothing line for Boot Barn retail stores, including tech packs, print art, embroidery art, and initial silhouette design
- Designed print graphics for P.O.P., fashion socks and home goods for the Accessory Designer
- Communicated with overseas vendors for sample comments from Proto through TOP samples along with art, trims, fabric handlooms, lab dip submissions and fit comments made with the Technical Designer during fittings

5.11 Tactical 2013 - 2016

DESIGNER – APPAREL 2014 - 2016

- Collaborated with the Design Director, Category Business Leader, Product Development and Technical Design Teams from concept through design and commercialization process
- Collaborated with Military Spec Ops, Gov. Agency/Law Enforcement and First Responder representatives to identify and design products to fill their needs
- Researched markets to identify trends, new fabric technologies and innovative construction techniques
- Created illustrations for presentations, as well as flat sketches and technical drawings for detailed constructions
- Participated in fittings, proto revisions and provided feedback to the Product Development and Technical Design Teams to ensure all products met design requirements from prototype to Pre-Production Samples
- Ensured all timelines were met during the design and development process

PRODUCT DEVELOPER FOR WOVEN APPAREL 2013 - 2014

- Commercialized and developed fabric and trims
- Communicated between Design Department, Category Business Leaders and overseas sourcing office to develop initial prototype, pricing, and testing to a final commercialized product
- Ensured all products met 5.11 Tactical standards as well as customer requirements

La Jolla Group 2005 – 2013

METAL MULISHA SENIOR MEN'S SPORTSWEAR DESIGNER 2010 - 2013

- Designed/Oversaw Design of Men's & Boy's Sportswear cut & sew lines including outerwear, custom fleece, jerseys, board shorts, walk shorts, athletic shorts, technical fight shorts, denim pants, casual pants, woven/knit shirts, accessories (backpacks, wallets and hats)
- Researched to create concepts and direction for each upcoming season
- Oversaw Associate Designer and Junior Designer that assisted in designing a portion of the line, created tech packs and maintained vendor communications
- Created Men's yearly label package
- Designed and developed Men's Eyewear line including motocross goggles
- Showed new collections to Major Account buyers, helped increase SMU business with Major Accounts
- Attended trade shows to aide sales team with new collection's information and details
- Searched for new ideas to build existing categories and create new categories to achieve and surpass yearly sales goals

METAL MULISHA MEN'S DESIGNER 2008 - 2010

- Designed Men's Sportswear Cut & Sew line
- Created label packages for Men's and Junior's lines
- Created tech packs and BOMs for all Men's Cut & Sew skus and categories
- Handled development communications with all overseas vendors
- Oversaw sample fittings, made design comments, ensured that overseas vendors received and comprehended all fit and design comments
- Traveled overseas to meet with vendors/factories and approve samples to keep development on calendar

METAL MULISHA MERCHANDISE MANAGER 2007 - 2008

- Managed and maintained Gross Profit Spread sheet and dealt with pricing and communication with all overseas vendors for Cut & Sew category
- Sourced vendors for different categories
- Created tech packs for Cut & Sew designs and tracked all overseas development from proto samples to pre production samples

- *Designed styles for the Men's Cut & Sew Sportswear category*

EDUCATION

Associate of Arts Degree, Graphic Design

The Fashion Institute of Design and Merchandising

SKILLS

Design Software:

Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Premiere Pro, Full Circle Development/Production Software, WFX Development/Production Software, Microsoft Office Suite, Google Suite, Logic Pro X

Overseas Travel Work Experience: China, Hong Kong and Vietnam

Forecasting and Trending