

## Summary

Design Director with extensive experience leading & managing teams of fashion designers and product managers. Experience managing high-volume accounts for major retailers including design, manufacturing (domestic & overseas), product testing, and distribution. Background includes designing best-selling products, increasing efficiencies, decreasing costs, promoting brand integrity, and driving new product lines. Additional skills include:

- Strong leadership and team presence; ability to work well in a cross-functional team environment
- Experience designing for both men's and women's lines across various categories
- Able to handle multiple projects with short deadlines
- Manage & maintain key relationships internally as well as with suppliers and clients
- Experience working with companies, clients, and vendors of various sizes
- Project tracking and timeline development to ensure timely deliverables under pressure
- Experience presenting to sales teams, executives, C-levels, and board of directors
- Familiar with three-dimensional design programs such as CLO, Optitex, and Marvelous Designer

## Experience

**Soma / Chico's FAS – Fort Myers, Florida**

**April 2018 - May 2020**

### Director of Design

Recruited to help turn around the Soma brand. Drove increased sales through improved and elevated products aligned to customer expectations. Drove double digit comps for the past two years. During my tenure the Soma brand became the growth driver for Chico's FAS.

- Managed and developed a team of Senior Designers, Designers, and Design Assistants
- Ideated with the Executive Vice President of Merchandising & Design and the Vice President of Design to ensure the best assortment for each category
- Partnered with the Vice President of Design on trend vision
- Partnered with the Director of Design for Foundations on key launches and product vision
- Established design plans for the team to follow and execute against
- Identified white space and high volume opportunities to meet & exceed company goals
- Supported cross functional teams in technical design, product development, sourcing, production, marketing, sales, merchandising, and public relations
- Developed a separate product development calendar for innovative products & fabrications
- Built and established new category fit blocks and standards
- Maintained margin goals across various categories
- Traveled overseas (4-5x per year) for research & development, trade shows, inspiration, and factory visits

Categories included:

- Sleepwear including Cool Nights™, Soma Sensual™, plush robes & coordinating accessories
- Apparel & Loungewear (loungewear, sweaters, dresses & casual knits) – Launching Fall 2020.
- Activewear including the Soma Moves™ sport collection

**SPANX – Atlanta, Georgia**

**November 2012 – March 2018**

**Senior Director of Design- Apparel | March 2017 – March 2018**

**Director of Design- Apparel | July 2014 – March 2017**

**Senior Design Manager- Apparel | November 2012 – July 2014**

Executed innovative SPANX products from concept to launch. Responsible for all phases of design and development for multiple categories and brands within the company. Consistently designed & launched record-setting products within new divisions.

- Managed and developed a team of designers, product development managers, and design assistants
- Ideated with the Executive Vice President of Merchandising to ensure the best assortment for each category
- Collaborated with cross-functional teams in technical design, product development, sourcing, production, marketing, sales, merchandising, and public relations, as needed
- Developed a separate product development calendar for hosiery and seamless categories
- Built and established new category fit blocks & standards
- Followed market trends as well as competitive pricing to develop new business and analysis of current business
- Partnered with the legal team to prepare & file multiple patents
- Partnered & planned with the head of wear testing for product launches
- Travel frequently for research & development, trade shows, inspiration, and factory visits

Categories included:

- Leggings – established concept & vision for all legging programs including SPANX, Star Power, Red Hot, and Love your Assets
- Activewear
- Maternity – leggings & hosiery
- Denim – created the concept and vision while launching & rolling out this new category
- Swimwear (SPANX, Star Power Swimwear, Red Hot Swimwear, and Love Your Assets)
- Hosiery – Created Arm Tights™, fashion tights, sheers, and shapers

Tail Activewear - Miami, Florida

March 2012 – November 2012

**Director of Design & Merchandising**

- Developed and executed the design strategy for women's tennis, swimwear, yoga, training, leisure, accessories, and children's & toddler tennis
- Expanded the Tail Leisure label into department stores and specialty shops
- Provided creative input as the "new" direction of Tail Activewear evolved
- Managed a team of designers and product managers

Venus Fashion (a division of Bon Prix) - Jacksonville, Florida

June 2011 – March 2012

**Design Manager; Women's Swimwear & Sportswear**

- Recruited to take the design team in a new direction, including CAD, tech packs, design processes and procedures
- Oversaw business across all categories – swimwear, sportswear, footwear, and accessories
- Responsible for product design and production
- Developed and implemented PDM procedures
- Implemented new product testing procedures and timeline

La Jolla Group - Irvine, California

May 2007 – June 2011

**Director of Design | May 2010 – June 2011**

**Key Accounts Designer | May 2007 – May 2010**

Oversaw high-volume business across all brands under the La Jolla Group umbrella (O'Neill, Rusty, Lost, and Metal Mulisha)

- Responsible for design & production of all high volume men's, boy's, junior's, and little girls' products including sportswear, swimwear, footwear, and accessories
- Managed a team of designers
- Maintained relationships with in-house sales team and all major accounts including Macy's, Costco, and PacSun
- Created new styles based on client input and sales plans
- Communicated with overseas suppliers on a daily basis to ensure timely and accurate delivery
- Managed design assistants

Lunada Bay Corporation - Anaheim, California

November 2004 – May 2007

**Women's Activewear and Swimwear Designer**

- Developed products from concept through production
- Conducted market research including sourcing and development of all fabric, trim and prints
- Labels included Becca Swimwear, Mossimo Black, Hurley Swimwear, and private label for Nordstrom, Bloomingdales, and Everything But Water

Swimwear Anywhere – Farmingdale, New York

January 2004 – November 2004

**Associate Designer / Design Assistant**

- Assisted Design Director and Fashion Designers with developing swim lines
- Labels included Juicy Couture, Carmen Marc Valvo, Calvin Klein, DKNY, Coco Reef, Gabar, Roxanne Swimwear, Shapemaker Swimwear, TYR Sport Swim, and Beach House

**Education**

Philadelphia University – Philadelphia, Pennsylvania

**Bachelor of Science – Major in Fashion Design**