

Creative and multifaceted graphic designer with more than 15+years of experience. Complete knowledge of graphic marketing design, surface pattern design, apparel, accessory and home design. Strong expertise with a keen eye for layout, typography, composition, color and concept. Detail oriented and adept at deadlines under pressure.

Double G Designs, Graphic Designer, NY

Graphic Marketing Designer

2015-Present

Creative graphic design consultant providing brand right promotional content to meet business advertising objectives.

Clients include but not limited to; **Fun Fusion Children's Digital Arcade, Howard Hanna Rand Realty, Girl Scouts Heart on the Hudson, Cindy Grosz talk radio host WSNR-AM 620 & WJPR 1640AM World Wide Talk Radio, Ann Moses, former Tiger Beat Magazine Editor & Book Author of Meow, My Groovy Life With Teen Idols, Keller Williams Realty, Mamaroneck Chamber of Commerce.**

- Responsible for the concept of promotional print and digital content; posters, stationary, signage, gift certificates, presentation folders, labels, logos, hangtags, business cards, greeting cards, flyers, brochures, billboards, web banners social media digital content, (Instagram, Facebook, Twitter), video Mp3 music through canva.
- Work collaboratively with creative directors and team members to ensure that business goals are met.
- Successful in creating and editing graphics for website and print.
- Provide ideas for designs that achieve business objectives especially for social media platforms.

Double G Designs, Apparel/Graphic Designer, NY

2015-Present

Apparel, Accessory & Home Product Designer

Creative design consultant and brand builder of children's apparel, accessories and home, providing all aspects of design services for major brands beginning with seasonal market research and trend analysis from concept through finished product.

Collaborate with clients to translate brand vision into profitable lines. Clients include but not limited to **Idea Nuova Home**

Sam Salem and Son Home, Children's Apparel Network for Tahari Kids, Nuby International Brands, Pink & Blue, Garanimals, Magnetic Me, AD Sutton, NY Accessory Group for Joe Fresh, Rashti and Rashti, Cudlie, Wonder Nation (Walmart)

- Responsible for launch design and merchandising of innovative seasonal coordinated collections for brand.
- Create and design the product development process by selecting silhouette, color, fabric and trim.
- Skilled in spotting the latest trends with a strong focus on silhouettes, color and prints.
- Clients include Dillards, Meijer, TJ Maxx, Mervyns, Kmart, Target, Ross, Stage Stores.

Stargate Apparel New York, NY

2013-2015

Senior Design Director/Graphic & Apparel Designer for a multifaceted junior and children's apparel company. Collaborate with the company's principal on line plan development designing exclusively for Quiltex, the company's staple generic brand of newborn, infant and toddler apparel including play wear, woven and knit dresses, outerwear, sleepwear and accessories (blankets, towels, swaddles)

- Responsible for launch design and merchandising of innovative seasonal coordinated collections for brand.
- Create and design the product development process by selecting silhouette, color, fabric and trim
- Teamed with technical, production and sales to build cost effective targeted collections.
- Responsible for the design pitch of licensed product to Baby Gund, Designs by Dena.
- Managed staff and freelance design teams.
- Research trends for product through online and competitive store shopping.
- Maintain daily communication with overseas factories with a strong focus on all aspects of the approval process to pre production samples.
- Domestic travel for sample shopping, presentations, creative and strategic brainstorming with licensors.
- Worked exclusively with buyers for special projects.

Celebrity International, New York, NY

2003-2013

Senior Designer/Manager/Graphic Designer for a major multi-faceted generic (Vitamins Baby/Kids) and licensed manufacturer of children's layette, newborn, infant and toddler play wear, sets, sleepwear, costume apparel, accessories, pet apparel and home (plush, storage bins, pillows, blankets).

- Strong expertise in designing cohesive seasonal lines from conception through execution of final product.
- Created graphics and all over prints for design development.
- Partnered with production, technical and sales teams to build cost effective and targeted collections.
- Designed and developed lines utilizing licensor style guide with skilled knowledge of licensed product and procedures.
- Managed graphic designers, associates and interns for special programs and production ready tech packs.
- Maintained daily communication with overseas factories and sample room with a strong focus on all aspects of the approval process to pre-production samples.

University of New Hampshire at Plymouth State

Traphagen School of Fashion

Well versed in Adobe Creative Suite- Adobe Illustrator, Adobe Photoshop, In Design, Vertex (a PLM system), Canva
Filemaker Pro, Microsoft Outlook Social Media- Instagram • Facebook • Twitter

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