

PROFESSIONAL SUMMARY

Energetic and hardworking individual with extensive knowledge in creative art direction, product and packaging design, and team leadership in e-commerce retail environment.

SKILLS

Creative Suite Knowledge	Creative Design Solutions
Messaging and Branding Consistency	Visual Merchandising
Copywriting	Apparel Design
Creative Team Management	Knitwear Design and Construction
Print and Ad Design	Product Development and Sampling
Social Media Management	Garment Fit and Construction
Concepting and Visual Plans	Materials Sourcing

WORK HISTORY

Art Director - Love Your Melon - Minneapolis, MN **January 2019 - Present**

- Create, organize, and execute content strategies and campaigns for Love Your Melon social media outlets with over 1.8 million followers.
- Aid in creative direction and planning for content creation for use in company-wide web and print media to ensure consistency in brand voice and imagery.
- Copy-edit written captions, email, ads, blog posts, interview questions in the brand's voice for both internal and external use for web and print purposes.
- Manage and approve content for all Love Your Melon affiliated social media accounts.
- Packaging and print design for all internal and external projects/collections, i.e.: packaging design for Disney x Love Your Melon collection and other licensed projects.

Knitwear Manager - Love Your Melon - Minneapolis, MN **April 2017 - Present**

- Manage and maintain relationships with domestic knit apparel and knit accessories manufacturers.
- Brainstorm and design new knit apparel and accessories based on trend forecasts, customer demand, and brand style; help bring the product into sampling, production and sales on e-commerce channels if applicable.
- Create 3D product and packaging mockups for development.
- Handle and coordinate procurement of materials for all current and future knit production.
- Assemble complete tech packs (line sheet, specs, POMs, costing, and more) for all knit apparel and accessories and update after each sample and/or fitting.
- Address issues and provide suggestions on designs, areas of cost savings, and production timelines for all products in sampling or production phases to ensure brand efficacy and integrity.
- Forecast upcoming season trends and create mood boards and trend boards.

Co-Founder, Production Manager - WAY The Label - Minneapolis, MN **April 2017 - Present**

- Aid in event planning and coordination.
- Refine designs and assist in pattern-making and production of all collection pieces.

EDUCATION

University of Minnesota - Twin Cities

Bachelor of Science in *Apparel Design* with Minor in *Retail Merchandising*