

# Design Director, Merchandiser, Buyer, Stylist

Seasoned, passionate designer of over 20-years with proven experience leading teams using in-depth knowledge of national and international consumer trends to drive sales for local and internationally recognized name brands.

## AREAS OF EXPERTISE

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Trend Forecasting  
Color Forecast and Management  
Vision Conceptualization  
Consumer Behavior & Trends  
Merchandize Management  
Team Leadership & Management  
CAD Artist Collaboration  
Buying  
Fashion Illustration  
Draping/Pattern Making  
Product & Concept Development  
Tech Packs  
Sourcing  
Budget Management  
Factory & Vendor Management  
Strategic Marketing Initiatives  
Women's, Men's and Children's  
Clothing and Accessories  
Print and Embroidery Design  
Bridal Design  
Bedding and Window Treatment  
Design

## TECHNICAL SKILLS

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Adobe Illustrator, Photoshop,  
Fresco  
Kaledo  
Corel  
Microsoft Office Suite  
Imovie  
PLM, PDM, DESL  
Pattern Engineering  
Room Planner

## Awards

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Jones of New York-Mark Waldrop  
Critic Award  
Award of Excellence-Moore College of  
Art & Design  
Tommy Hilfiger Critic Award  
Margaret Hayes Critic Award in  
Women's Sportswear

## PROFESSIONAL EXPERIENCE

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**PILLOW IN THE PINES**, Hammonton, NJ

**Founder, Interior Designer**

September 2021 – Present

Interior Design. Concept to construction. Custom soft goods- Bedding, Windows, Pillows and more. Space planning. Custom artwork

**BLUE OCEAN CONSULTANTS**, Collegeville PA. 2020

**Design and Merchandising Consultant**

June 2020 – Present

Work with US based customers in all aspects of design- Branding, color and concept, flat sketching, Illustrations, and tech packs. Merchandising and production with India factories of apparel, accessories and home furnishings.

**KENSINGTON FURNITURE**, Northfield, NJ

**Stylist, Buyer**

August 2022 – Present

Buy and style furniture and accessories, Design and manage creation of space. Design graphics for in store marketing.

**DESTINATION MATERNITY**, Philadelphia, PA

**Sr. Design Director**

Direct a team of designers and CAD teams for Motherhood Maternity, A Pea in the Pod, and Jessica Simpson Maternity. Responsible for creative direction and execution of brand collections and product categories.

- Successfully achieve **\$650M in annual total sales** across all brands.
- Exceeded annual **revenue of \$125M** for all partnered brands as lead designer.
- **Increased recruitment and retention** of direct staff because of exemplary mentorship and staff development initiatives.

**TOMMY HILFIGER**, New York, NY

**Design Director**

- Designed and directed designers and CAD artists in multiple product collections over the years including: Men's sweaters and active lines, Start up of men's golf line, Start up of Tommy Girl line, and women's knits and sweaters.

## ADDITIONAL EXPERIENCE

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**Volunteer, HABITAT FOR HUMANITY**, Mt. Laurel, NJ

**Contemporary Bridal Collection Designer**, **STACIA ROSELLI LLC.**, Croton, Hudson, NY

## EDUCATION

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**Bachelor of Fine Arts, Cum Laude**

Moore College of Art & Design, Philadelphia, PA