

# MINDY MARIE

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CREATIVE DIRECTION x SENIOR DESIGN x PRODUCT DEVELOPMENT x TECH

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## SUMMARY

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Capable of various tasks, ready to collaborate & lead, I Am a Designer, Director & Developer with awareness of Tech & the full cycle from concept to completion with over 16 years of well-rounded experience in the apparel industry's varied facets of operation. I've an eye for editorial, a fiscal logistics mind for margins & operations, as well as trend timing. Where I go, millions follow.

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## EXPERIENCE

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### **SENIOR DESIGNER @ BJD Inc.** 2022 - Present

Creative Direction, Collection Design, Product Development & Sourcing management resulting in sales growth of 200% for 2 house brands. Facilitated rebrand by design of new trim packages & perfected specialty fits. Identified market opportunities & ensured success with cross functional partners, i.e. VP, Sales, CEO, Production, PD, Tech Design & Factories. Mentored team members.

### **SENIOR DESIGNER @ Indochine**, 2021 – 2022

Direct sourcing, design practices & development strategies, convince senior executives towards business tactics & influence buyers purchasing choices. Deliverables include high proficiency, speed, aesthetically pleasing presentations, seasonally designed collections & trend prediction.

### **TECHNICAL DESIGNER @ The Great by Emily & Meritt**, 2019 - 2021

Collaborated to achieve ideal fits in fittings with relevant department members: Director, Design, Technical Design, Production & Factories in LA & Europe. Created clear & concise fit comments.

### **SENIOR COLLECTIONS DESIGNER @ Radiant Inc.**, 2016 - 2019

Director of Product Design & Development. Worked with Owner & Creative Director in Technical understanding to translate visions to Factories. Influenced Brand Identity & Built its Unique Voice.

### **DESIGNER @ 4WHATITSWORTH**, 2015 - 2016

High volume fast paced design & development for bohemian, mainstream, mass market types.

### **DESIGNER @ SUNRISE BRANDS**, 2012 - 2015

Creative Design Lead for 2 in-house brands & 5 companies (private label), leading to \$44 million in profits. Sent to Hong Kong/China to improve development with Agents/Factories/Wash Houses. Vetted potentials in interviews. Hired Associate & Assistant to support me & mentor.

### **ASSOCIATE DESIGNER @ Hot Topic & Nasty Gal**. 2012

Lingerie, Lounge & Accessories. Support & design inception of collection launch for Blackheart.

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