

# COURTNEY C. MCFARLAND

## Textile Print Designer

Textile Print Designer specializing in surface design for apparel and swim. Background in textiles and fashion design, with 18 years of experience in the apparel industry.

## SKILLS

- Allover prints, repeats, graphics, embroidery
- Cohesive print collections
- Eye for color and trend
- Extreme proficiency with Illustrator and Photoshop
- Traditional fine art skills in a variety of mediums
- Experience in multiple markets and age ranges including juniors, womens, kids, home, intimates, active and swim
- Dedicated, creative, detail oriented, problem solver, dependable, team player

## EDUCATION

ASSOCIATES DEGREE - Fashion Design  
FIDM  
Los Angeles, CA 2004

BACHELOR OF FINE ARTS - Fiber Arts  
University of Oregon  
Eugene, OR 2002

## CONTACT

Cell: 831 917 7363  
Email: cmcfarlandarts@gmail.com

## ONLINE PORTFOLIO

[courtneymcfarland.carbonmade.com](http://courtneymcfarland.carbonmade.com)

## EXPERIENCE

### Textile Print Designer

FREELANCE - Current

Create original exclusive art and print collections for US and London based textile print studios. Design custom prints and production ready artwork in repeat for several clients in a variety of markets including womens, active and kids, both apparel and swim. Successfully manage simultaneous projects and deadlines for multiple clients. Interpret a diverse range of art direction into custom art to meet each client's specific needs.

### Senior Graphic Artist, Textile Prints

RAJ SWIM - Tustin, CA (Full Time 2017-2019, Freelance 2019-Current)

Responsible for all prints for swim, active brands and private label including Splendid, Ella Moss, Next, Salero for Pac Sun, Full Tilt for Tilly's, Gianni Bini, Alex Marie, Antonio Melani, Athena, Title Nine, Vyb, Sports Illustrated, and more.

Original print design as well as selection from print studios.

Work closely with designers, oversee freelance graphic designers, assist with approvals process.

Create production print repeats, conduct seasonal trend research, presentation materials.

### Senior Graphic Artist

MATTEL - El Segundo, CA (2013-2014)

Creation of Barbie style guides and assets for Girls consumer products, being sure to accommodate all product development art needs.

Concept theme development, style guide layout, color palettes, trend and competitive market research, presentation materials.

Creation and art direction of prints and graphics.

Management and art direction for character art illustrations.

Maintain brand and character consistency while incorporating trend, seasonal and entertainment based themes while subtly evolving things like illustration style to remain current.

### Textile Print Designer/Graphic Artist

PERRY ELLIS INTERNATIONAL - Commerce, CA (2011-2013)

Creation of original prints, embroideries, placement art, embellishments, and trim development for womens and juniors swim brands including Laundry, Dana Buchman, Jag, Perry Ellis, Clean Water for Target, Sonoma for Kohls, White House Black Market, Jennifer Lopez, and more.

Development of cohesive print collections, trend research and color palettes.

Production repeats, color separation, theme boards and presentation materials.

### Textile Designer/Print and Color Specialist

QUIKSILVER - Huntington Beach, CA (2008-2011)

Responsible for all prints for the Hang Ten Brand for Girls 4-6x, Girls 7-16 and Juniors.

Contribute to other DTRL projects including Hawk, HangTen Mens, and DC womens.

Development of original prints and graphics, meet with studios to select prints, develop a diverse yet cohesive print selection each season.

Develop color palettes for each season and delivery.

Create print trend reports, color trend reports, look books and presentation materials.

### Textile Designer

JUICY COUTURE - Arleta, CA (2008-2008)

Design original prints as well as convert purchased or vintage prints to digital files.

Build repeats, yarn dyes, embroideries, and placement embellishments.

Colorways, color separation, production ready art files, recolors, production approvals.

Work closely with the design team, technical design, and production departments.

Provide design support for the lounge wear program such as flat sketching, line sheets, graphic art sizing and placement, and art strike off approvals.

### Associate Designer

SPEEDO - Los Angeles, CA (2007-2007)

Designer for clubs and maternity lines, design support for aquatic and resort swim lines.

Flat sketching and line sheets, BOMs, pre-cost sheets, oversee fittings and samples.

Color palette development, color approvals, fabric and trim selection and development.

Print selection and approvals, print recolors and colorways.

### Associate Designer

THE DISNEY STORE - Pasadena, CA (2004-2007)

Apparel design and product development for Girls, Boys, Tween, and Adults apparel.

Ownership and management of the Basic Graphic Tees program.

Flat sketches, line sheets, sampling, production packages and detail sheets.

Lead linesheet review meetings, garment fittings and tech hand-off.

Fabric, trim, and denim wash selection and approvals.

Work closely with the senior designer, creative director, graphics team, technical design, buyers, and production team. Training and management of assistants and interns.