

ROXI BROWN

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## EXPERIENCE

### Apparel and Print Designer

**Elite Brands - One Step Up**, New York, NY (May 2016 - Feb. 2020, Aug. 2020 - Current)

Designing for Daisy Fuentes Sportswear/Active and Adrienne Vittadini Activewear

Sketches and renders CADs with seasonal styles

Completes all tech packs, prints, graphics and packaging for both brands

Pitch color and produces mill ready prints for production

Comments on all samples and strike offs

### Designer - SMU

**The North Face**, Denver, CO (January 2020 - April 2020)

Lead designer on Special Make Ups producing Men's, Women's and Youth apparel

Researched and designed for all new development requests from key accounts

Created all sketches, tech packs and CADs for the season

Responsible for 80+ styles for Spring 21

### Senior Design/Production Manager

**Locale Outdoor**, Vail, CO (October 2016 - December 2019)

Created and managed the design/product development calendar

Lead direction for design process of seasonal products in all categories

Created all sketches, tech packs and prints for apparel and accessories

Traveled Internationally to factories to oversee product development, sampling and production

Collaborated with the sales team to ensure product is matching the intended direction of the business

### Freelance Designer Outerwear, Apparel and Print Production

**Burton Snowboards**, Burlington, VT (February 2016 - April 2016)

Updated tech packs and sketches for Women's, Men's, and Youth Outerwear and Apparel

Created prints in repeat and pitched color for production

Assisted in selecting trim colors for all Outerwear programs

Set up roundups for all programs that are used in merchant meetings and Rider Round Table

### Freelance Associate Juniors Apparel Designer

**Bongo**, Sears Holdings Corp, New York, NY (June 2015 - November 2015)

Responsible for the design and development of Spring and Summer 2016 Bongo Black Collection

Researched Junior's market for fashion, fabrics and color trends to create concept boards

Created technical packs for all styles and oversaw development from concept to production

Managed the print and graphics team to develop seasonal artwork

### In-Store Graphic Designer

**lululemon athletica**, Vail, CO/ Remote (April 2014 - February 2016)

Designed graphics and brand collateral for special projects, social media, and ambassador projects

Created window designs for seasonal capsule stories

Partnered with Westin snowboards to design a one of a kind lululemon snowboard

### Assistant Intimates and Swimwear Designer

**Joe Boxer, Joe by Joe and Bongo**, Sears Holdings Corp, New York, NY (June 2012 - November 2013)

Assisted the design and development of Joe Boxer Sleep & Swim, Bongo Swim and Joe by Joe Lounge

Sketched and rendered CADs in Illustrator for technical packs and line sheets

Trained in Flex PLM and work frequently in the program as designer, production and CAD

Traveled to San Francisco for buyers meeting to present the line with production samples

Attended fittings with technical design team and live fit model

## PROGRAMS

Adobe Illustrator, Photoshop, Indesign, Lightroom, Flex PLM, Enovia PLM, Microsoft Office, Excel,

Quickbooks, Sync Solutions

## EDUCATION

### Savannah College of Art and Design

Bachelor of Fine Arts Degree, Fashion Design and Photography (June 2012)