

ROXI BROWN

Denver, CO
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roxibrown.com

EXPERIENCE

The North Face, Denver, CO

- **Senior Designer - Performance and Athlete Partnerships** (February 2025 - Current)

Lead design on Athlete partnerships across performance and snowsports

Drive innovation in high performance apparel, integrating athlete insight into product development

- **Americas Designer - Women's and Youth** (June 2023 - January 2025)

Led design for TNF America's regional inline collections, focusing on outerwear, fleece, and sportswear

Developed seasonal assortments aligned with brand strategy and consumer insights

- **Designer - Youth Snowsports** (December 2022 - June 2023)

Reset the Youth Snow collection for FW24, overseeing design from concept to final product

Managed the full development cycle for Teen, Kid, and Baby snow styles

- **Designer - SMU, MFO, SanMar, Liability** (January 2022 - December 22)

Led SMU projects for SP23, FW23, and SP24, collaborating closely with cross-functional teams

Designed Women's and Youth collections for FW23 and SP24 MFO

G.H. Bass Outdoor - G-III, New York, NY

- **Women's Designer** (September 2021 - January 2022)

Led women's design for On The Trail and At The Cabin collections

Created technical packs, BOMs, and worked with overseas merchandisers on prototyping

Partnered with the tech design team for fit sessions and spec development

Elite Brands - One Step Up, New York, NY

- **Apparel and Print Designer** (May 2016 - Feb. 2020, Aug. 2020 - September 2021)

Designed Women's collections for Daisy Fuentes Sportswear/Active and Adrienne Vittadini Activewear

Developed CADs, tech packs, prints, graphics, and packaging for seasonal styles

Pitched colorways and production-ready prints to mills, ensuring quality execution

The North Face, Denver, CO

- **Designer - SMU** (January 2020 - April 2020)

Led Special Make-Up designs across Men's, Women's, and Youth apparel

Developed over 80 styles for Spring 2021

Locale Outdoor, Avon, CO

- **Senior Design/Production Manager** (October 2016 - January 2020)

Managed the seasonal product development calendar and oversaw the design process

Created sketches, tech packs, and print designs for apparel and accessories

Traveled internationally to oversee factory production, sampling, and development

Burton Snowboards, Burlington, VT

- **Freelance Designer Outerwear, Apparel and Print Production** (January 2016 - May 2016)

Designed and developed Women's and Youth FW18 Snow collections

Created technical packages for Mainline Snow, Burton Girls, and AK

Developed production-ready print repeats and color pitches

Sears Holdings Corp, New York, NY

- **Bongo, Freelance Associate Juniors Apparel Designer** (June 2015 - November 2015)

Designed the Spring/Summer 2016 Bongo Black Collection

- **Joe Boxer and Bongo, Assistant Intimates and Swimwear Designer** (June 2012 - November 2013)

Assisted in developing Joe Boxer Sleep & Swim, Bongo Swim, and Joe by Joe Activewear

Worked extensively in Flex PLM for CAD, production, and design

Presented collections and samples at buyer meetings in San Francisco

PROGRAMS

Adobe Illustrator, Photoshop, Indesign, Browzwear 3D, 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)