Althea Greene

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SUMMARY

Senior Apparel Designer & Product Lead with 20 years of experience in full-lifecycle product development, from concept to mass production. Specialized in translating high-level trend direction into commercially viable, production-ready assortments for various markets. Proven track record of streamlining design operations, optimizing PLM workflows, and leading cross-functional teams to reduce approval timelines. Blends creative vision with technical precision to drive sell-through for major retailers and private labels.

CORE SKILLS

DESIGN TECHNOLOGY & AI

- Adobe Creative Suite: Proficiency in Illustrator, Photoshop, InDesign, Acrobat)
- AI & Emerging Tech: Midjourney, Firefly, ChatGPT, Gemini (concepting & workflow efficiency)
- Digital Product Creation: Figma, PLM Data Management, 3D/CAD conceptualization

PRODUCT STRATEGY & OPERATIONS

- Technical Design: Flat Sketching, Tech Packs, Sweater & Knit Construction, BOM Creation
- Merchandising Support: Line Planning, Trend Analysis, Color & Fabric Direction
- Brand Operations: E-commerce Management (Shopify, Squarespace, Amazon), Digital Marketing (SEO), and Vendor Communication

EXPERIENCE

Senior Design | Apparel & Brand Development

Independent Consultant (Contract) June 2012 to Present

- Deliver innovative designs for apparel, branding, and digital content across menswear, womenswear, kids, wovens, knits, sweaters, activewear, swimwear, sleepwear, intimates, and pet segments.
- Develop buyer linesheets, tech packs, and trend analyses to support seasonal collections and launches.
- Source textiles and trims from domestic and international vendors to ensure quality production.
- Deliver branding services including e-commerce setup, social media management, and campaign photography/retouching.
- Selected clients include Max's Closet (pet apparel, later acquired by Barker's Bowtique), Sweenie Manufacturing (swim/activewear), The Children's Place, and independent lifestyle brands.

Senior Designer, Toddler Girls License

H.I.S. International, New York, NY July 2026 to Present

- Design seasonal licensed apparel collections for Walmart Toddler Girls.
- Develop product from concept through CADs and tech packs, including dresses, sets, tops, sweatshirts, skirts, leggings, shorts, and rompers.
- Create seasonal color palettes, prints, graphics, artwork placements, trims, and novelty treatments.
- Translate licensed artwork and trend direction into age-appropriate, commercially viable product.
- Partner with graphic, technical, fit, and production teams throughout the development and revision process.
- Review samples and artwork execution, making updates to maintain design intent and production requirements.
- Manage multiple seasonal programs and revision cycles against Walmart development calendars and deadlines.

CAD Artist

Komar, Jersey City, NJ June 2021 to April 2025

- Executed high-volume print development and color separation for major accounts (Sanctuary, DKNY, Donna Karan, Kate Spade), ensuring 100% production-readiness for domestic and overseas mills.
- Architected and managed a centralized digital color library (Pantone/Nelly Rodi), establishing the department standard for color accuracy and eliminating redundancy across brand teams.
- Developed and standardized master Photoshop templates and indexing protocols, significantly reducing artwork turnaround time and minimizing file errors during hand-offs.
- Served as the technical liaison between Design and Production teams, translating creative concepts into technically viable artwork files for mass manufacturing.
- Collaborated with production teams, ensuring seamless communication and high-quality brand artwork.
- Managed high-priority artwork revisions during critical market weeks, prioritizing workflow to ensure sales samples met showroom delivery dates.
- Translated seasonal trend direction from Creative Directors into execution-ready digital assets, ensuring brand consistency across diverse labels while meeting tight market deadlines.

Senior Designer & Product Lead

Max's Closet ***(****acquired by Barker's Bowtique****)***, Hackensack, NJ January 2018 to October 2021

- Directed full product lifecycle (CADs, sourcing, costing, fit, QC) with overseas factories.
- Overhauled brand presence: built Shopify site from scratch, managed all copywriting and product uploads, executed full photography/retouching pipeline, and designed seasonal catalogs/brochures.
- Redesigned and simplified the Max's Closet logo for use across digital, print, and product applications; the refreshed version was later adopted by Barker's Bowtique post-acquisition.
- Established centralized SKU/inventory system; streamlined B2B + DTC fulfillment workflows.
- Elevated creative standards for Amazon Vendor Central, Zulily, Pet Supermarket, and other wholesale accounts, improving listing quality and acceptance.
- Launched and managed brand social channels (Instagram, Facebook), creating cohesive campaigns and growing engagement through refreshed imagery and modernized voice.
- Recognized by incoming ownership for modernizing creative direction; expanded visibility, reached new customer segments, and positioned the brand for growth.
- After acquisition, produced capsule designs for Max's Closet relaunch and provided CADs, graphics, tech packs, and brand guidance across Barker's Bowtique brands.

Assistant Designer | CAD Artist

At Last Sportswear, New York, NY June 2011 to October 2012

- Created, modified, and prepared CAD prints and graphics for Missy, Junior, and Plus accounts.
- Assisted head designers with trend research and creative visual presentations, producing detailed tech packs and specification sheets.
- Managed communications with domestic and overseas production teams to ensure timely execution of design projects.

Assistant Designer | CAD Artist

ES Sutton, New York, NY October 2010 to June 2011

- Supported head designers with market research, trend analysis, and design development for Junior and Kids accounts.
- Created and modified CAD prints using Adobe tools, completed detailed garment specification sheets, and assisted in fit sessions.
- Maintained records of sketches, tech packs, fabrics, and prints to uphold consistent quality standards.

Design Assistant
At Last Sportswear, New York, NY September 2007 to October 2010

- Assisted in design research, development of creative presentations, and production communications with domestic/overseas partners.
- Created tech packs, prepared detailed specification sheets, and maintained organized records of all design materials.

EDUCATION

The Art Institute of New York City, New York, NY
Associate of Occupational Studies, *Fashion Design,* July 2004 to December 2006