Laura Birich
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EDUCATION

UNIVERSITY OF DENVER Denver, CO
School of Art & Art History, Bachelor of Fine Arts in Studio Art Graduation: May 2008
- Presented four final paintings at the 2008 B.F.A Myrhen Gallery Showcase, President of ISMS Art Club, VP of the Snowboard Club.

UNIVERSITY OF WOLLONGONG AUSTRALIA Wollongong, Australia
School of Creative Arts July-Nov. 2005

SAN DIEGO MESA COLLEGE San Diego, CA
School of Fashion Design, Certificate in Fashion Design Graduation: June. 2010
- Earned 1st Place Overall at the 29th Annual Mesa College Fashion Show for Career Wear Collection.

WORK EXPERIENCE

Old Navy San Francisco, CA
Technical Designer March 2017– March 2018
Senior Technical Designer March 2018 - October 2020
- Technical Designer for Girls and Boys Activewear.
- Senior TD managed Womens Performance and two direct reports while managing Bras and all Womens Plus Activewear.
- Optitex trained and piloted Old Navy's first 3D development week with vendors.

Gap San Francisco, CA
Senior Technical Designer - Contractor June 2016 – December 2016
- Owner of Toddler Girls Woven and Knits. Responsible for weekly fittings partnering with production to meet Gap standards.
- Process fit comments in PLM and pattern manipulation in Gerber to communicate fit changes with our vendors overseas.
- Manage multiple seasons line placement and provide block patterns and first development tech packs for vendors to process 1st protos.
- Provide design and technical design direction to partnering teams to help better the product and create efficiency.

C.P. Shades Sausalito, CA
Technical Designer October 2015 – May 2016
- Working in Gerber to create markers for in-house cutters and sewers, adjusting shrink percentages to block patterns according to fabric selections, overseeing in-house production cutting and directing sewers with production and fit sample construction.
- Create seasonal designs by developing digital patterns and illustrator sketches from inspiration samples. Running weekly fit sessions then processing pattern adjustments digitally to proceed to next proto.

Lucy Activewear Alameda, CA
Product Developer May 2015 – October 2015
- Co-owner of Tops team and Owner of Bras, Accessories and Maternity tops. Managing my direct report in assisting with accessories.
- Developed and sourced Lucy's first bonded bra intended for gym and swim, continuing to research bra support needs and available trims.
- Run fittings with live model to assess fit and make corrections if needed, then process fit comments showing technical illustrations.
- Ownership of BOM's and the responsibility for updating seasonal changes in fabrications, colors, trims, drops, re-designs or late adds.
- Work with cross-functional teams to meet our design needs while keeping the designs aesthetics.
- Collaborate with PLM and Sourcing to find alternative ways to reduce garment cost, via construction or innovative ideas.

Lucy Activewear Alameda, CA
Assistant Product Developer December 2013 – May 2015
- Assisted Low Impact team in developing garments from Tech Packs and processing seasonal BOM's for proto stages.
- Documenting changes during fittings to later communicate pattern corrections and adjusted design details over seas.
- Creating sewn mock ups for alternative technical designs in order to meet production and fit requirements.
- Partnered with Design to develop Pants, Tops, Bras and Outer Wear. Assisted as an in house fit model to help make critical decisions.

Carve Designs Mill Valley, CA
Design & Product Manager July 2012-July 2013
- Primary CAD artist, Graphic Designer, Product Developer and Designer. Merchandised line while creating seasonal Merch Sheets.
- Developed Tech Packs for each style which included; CAD's, SPEC's, BOM, POM, Comments and How to Measure tabs.
- Ran all fittings including SPEC'ing new protos before each fit; Took diligent notes at fittings of all design & measurement adjustments; Thoroughly completed Tech Packs with fit and design alterations in order to proceed to the next proto.
- Collaborated designs with Design Director in swim, boardshorts, rashguards, paddle collection, yoga line, lifestyle and outerwear.
- Researched Trend forecast and sketched new innovative designs, as well as hairstylist and makeup artist for Spring 2014 Photo-shoot.

Byer California San Francisco, CA
Assistant Merchandiser Feb. 2012-July 2012
- Assisted in designing Girls Dresses size: 4-6X & 7-16; Assisted in Girls Sportswear Design size: 4-6X & S-XL.
- Created Cut Sheets with hand sketched designs, fabric swatches and construction call outs for the Pattern Makers and in-house sewers.
- Processed Fabric Information Request (FIR) forms and created costing packages which included final yields, trim prepares and FIRS.

VOLUNTEER WORK

9/11 Heroes Run Travis Manion Foundation ('13); San Francisco & Marin Food Banks ('13); Spinsters of San Francisco Database/ Multimedia Committee Co-Chair ('13-'14); Spinsters of San Francisco Charity Committee ('12-'13); Wounded Warrior Project ('10-'11); Wood River Ability Program ('10-'11); Colorado Peke and Pomeranian Rescue ('08); Front Range Earth Force ('08); Burton Chill Program ('07) Certified N.O.L.S. Wilderness, Disaster and Extended Care High Elevation First-Aid Responder ('07).

COMPUTER SKILLS

Optitex 3D, Enovia PLM, BOX, Web PDM, Spec Repository, Gerber Technology, Gerber Training via The North Face, Advanced Illustrator and Photoshop, Macintosh & PC, Microsoft Office 2008-2013, P.A.D. (Pattern Aided Design), Dreamweaver and Adobe Acrobat Pro, Style Master, Body Book, Full Circle System, Retail Pro, GMCP, PDS, Model Editor and AccuMark Explore

References Available Upon Request