# CHASE MCDONALD

GRAPHIC AND FASHION DESIGNER

## PROFILE

Seeking opportunity that will capitalize on my extensive understanding of fashion trends, creative talent and design experience as well as on my interests and experience in the following areas:

- Concept Ideation & Sketches for Activewear/ Outerwear
- Fabric / Material Selection and Color Composition
- Familiar with Contemporary / Traditional / Euro and Global Styles in Fashion
- Recognizing / Exploiting Both Niche Markets, Competitive and Consumer Trends

## CONTACT

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## EDUCATION

PARSONS NEW SCHOOL – New York, New York
AAS Fashion Design - May 2016

UNIVERSITY OF COLORADO - Boulder, Colorado
BA Psychology - June 2011
Additional Coursework Emphasis: Graphics and Art

## TECHINAL PROFICIENCY

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|---|---|
| Adobe Suite | ■ ■ ■ ■ ■ |
| Kaledo | ■ ■ ■ □ □ |
| MS Office Suite | ■ ■ ■ ■ ■ |
| Windows & POS | ■ ■ ■ ■ □ |
| Browzwear | ■ ■ ■ ■ □ |

## PROFESSIONAL EXPERIENCE

Flylow Gear – Denver, Colorado
Product/Graphic Designer
(September 2021 - Present)
Created original product for Spring/Summer and Winter seaons from original sketches to tech packing to development. Seasonal graphics for product and marketing goods.

JanSport – Denver, Colorado
CGM Designer
*(August 2019- August 2020)*
Creating original graphic and material play on backpacks for upcoming seasons, that flow with our seasonal concept that we created for Mainstream, Specialty, and Outdoor

SHINESTY – Boulder, Colorado
Freelance Designer - Tellum + Chop
*(November 2018 - April 2020)*
Working collaboratively with the head of design and the NCAA/NFL to create original prints for Shinesty products

DEANDA DESIGN – Long Beach,California
Freelance Designer – 33 Threads
*(August 2017- April 2020)*
Created original designs for both Tavi Noir and Toe Sox for specifics seasons and collaborations. After creating graphics continued to create the tech packs to send to the manufacture.

VANS – Costa Mesa, California
Freelance Designer – Classics/Active
*(January 2016- August 2017)*
Work a six-month internship and continue as a contracted employee at Vans HQ helping create graphics and shoe designs for the upcoming seasons for both the Classics and Active Departments