

KAITLIN KIMBRO

FASHION DESIGNER/ ILLUSTRATOR

CONTACT

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Kaitlin Kimbro/ LinkedIn

EDUCATION

BFA, Fashion Design
PARSONS THE NEW SCHOOL
FOR DESIGN
2013 - 2017

SKILLS

Flats and Specs, techpacks
Trend/ Market research
Concept Development
Digital and traditional illustration
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Procreate
Pointcarre
Browzwear
Fabric and Trim Sourcing
Knowledge of fashion fit
Experience w/ PLM Systems

EXPERIENCE

LI AND FUNG

Senior Designer/ March 2024 - Present

Designer/ December 2022 - March 2024

Increase sales from <1 mil to over 8 mil in less than two years w/ the introduction of new, successful programs + Trend research and analysis for Contemporary Womenswear market + defining concept for season + flats/ floats + fashion illustrations + specs + production submit approvals + fabric/ trim sourcing and comments + recoloring prints + host fittings and provide comments + creating and updating linesheets + primary for daily communication with clients, sales, buyers, and factories/ overseas teams + present collections/concept and sell to clients + managing team of <5 + maintain knowledge of brand/ fit/ sales history

TUCKER NYC, JCRT

Designer/ March 2022 - September 2022

Assistant Designer/ March 2020 - March 2022

introduce new product and new brand initiatives to increase sales from <700k to over 1 mil in first year + Design garments based on research from trends, shopify, sales, and direction of design and creative directors + serve as liaison between design, marketing, and sales to ensure accuracy through development process + research trends and brand relevant concepts in current market + maintain knowledge of intended fit and changes made during sample making process + conduct fittings with design director and creative directors + assist in coordinating changes from line reviews and communicate to cross-functional teams at recap meetings + plan weekly/ seasonal launches based on stories, newness, and seasonal directive + recoloring of prints + ordering/ designing/ organizing styles and stories through system PLM + casting for photo shoots + styling and direction for photo shoots + photo selects and retouching for web use + mapping images in Pointcarre + launch and merchandise products and collections in shopify + edit web pages in shopify + work with marketing team to develop and execute strategy + assist with influencer marketing campaigns/ gifting/ planning + assist with, create, and manage new concepts for improving social media presence + factory communications + organize/ manage/ approve samples + customer service rep

OJG, PRIVATE LABEL

Assistant Designer/ July 2019 - March 2020

Trend research and analysis for the Womenswear market + ideation + flats + specs + techpack design for factory use + update PLM system + manual sample updates

SPERRY

Freelance/ July 2017

Design ideation + flats + specs

BAJA EAST

Intern/ December 2016 - May 2017

Designs for specialized projects. collaborations, and celebrity clients + graphic and print design + assistance with buyer meets and show prep

HOOD BY AIR

Intern/ May 2016 - August 2016

Ideation for both commercial and runway designs + illustration + source fabrics and trims + organization of archive

THE ARRIVALS

Intern/ May 2015 - July 2015

Sourced fabrics and trims + flats development + ideation for products + organization of design library