

## EXPERIENCE

**DIRECTOR OF DESIGN AND MERCHANDISING (OCTOBER 2021 - PRESENT)** ----- MELMARC (ONTARIO, CA)

- Lead the Creative Department which consists of designers, merchandisers and other creatives to achieve the objectives set fourth by our customers and internal departments.
- Art direction and trend research on multiple seasons for a wide assortment of customers in different catagories. Learn each brands objectives and work with them to execute.
- Lead concept meetings with customers. Present research and direction to achieve a complete assortment. Guide the customer in how to create a complete and diverse offering.
- Workload management and maintain a department calendar to make sure all deadlines are met and customers recieve product in time for their seasonal release.
- Merchandise and curate carry overs and ever green styles for brands to ensure growth of their t-shirt lines. Provide a vision for each season and communicate this to client.
- Creative direction and aligning with artists to execute on graphics that meet the agreed upon direction from brands and brand managers. Handle revisions and adjustments.
- Help companies develop brand guidelines to create a clear vision for the future. Create a strategy for continued success along with a relationship that is benefical to all parties.
- Brand Portfolio: Kohl's, Walmart, Ariat, Simms, Vortex, Brunt Wear, Mystery Ranch, MeatEater, First Lite, MTN OPS, Pure Lure, Walmart and many more.

**SENIOR CONTENT MANAGER / WEB MERCHANDISER (JULY 2017 - SEPTEMBER 2021)** ----- 4WP / POLARIS (COMPTON, CA)

- Create and lead in the creative development of original content to be used across all brand websites.
- Work cross functionally with the category, marketing, design, and development teams to make sure content is strategically aligned with our brand.
- Maintain multiple projects and calendars at the same time and make sure all deadlines are met while prioritizing each project and delegating out tasks to the rest of the team.
- Optimize all images and make sure they meet all specifications needed for our site. Occasionally clean up and edit images.
- Work with vendors to make sure their product is displayed in the best light to optimize sales and establish marketing strategies.
- Work with SEO and web teams to help develop and implement profitable content strategies while also monitoring analytics to optimize performance.

**WEB DESIGN / MARKETING ASSET MANAGER (MAY 2015 - JULY 2017)** ----- STUSSY (IRVINE, CA)

- Research, design, prototype and execute concept across entire product portfolio for web, digital assets and media.
- Create style guide and outline. Work with developers to make sure concept is executed accurately.
- Assist with user testing, which involved analyzing data, analytics, a/b testing and assessing user feedback and activity.
- Design menus, pages and assets for website. Optimize site flow to make checkout process as smooth and seamless as possible.
- Create, organize and manage all social media posts along with weekly mailers. Use data to strategize and optimize performance across all channels.
- Merchandise site and update and maintain content. Design and create assets to distribute to team with instruction and enough lead-time to execute.

**PRODUCT DEVELOPMENT MANAGER - PRINTABLES (NOV 2013 - JAN 2017)** ----- UNDEFEATED / STUSSY (IRVINE, CA)

- Lead seasonal design meetings and facilitate final approval process for graphics.
- Create and manage line plan and calendar. Hold vendors and printers accountable and make sure production is on target to meet deadlines and release dates.
- Design t-shirt graphics. Create tech packs and get art print ready (color separations, sizing, placements). Pass off assets to printer and approve strike offs and sales samples.
- Work closely with production team to make sure inventory is accurate. Also approve color swatches and sit in on fittings to make sure garments meet brand specifications.

**GRAPHIC DESIGN - CATALOG MERCHANDISING (JAN 2013 - NOV 2013)** ----- STUSSY (IRVINE, CA)

- Create and layout seasonal catalogs and POP / store displays as well as trade show assets and other marketing materials.
- Assist design team with creating patterns and designing new pieces. Create concepts and make design spec sheets and sit in on fittings for seasonal overviews.
- Make occasional design breifs and sales presentations for the Vice President of Global Sales. Create a clear layout and make sure all information is accurate.

## FREELANCE+CONTRACT

**PRODUCTION DESIGN AND CREATIVE SPECIALIST (MAY 2021 - SEPTEMBER 2021)** ----- MELMARC (ONTARIO, CA)

**CREATIVE DIRECTOR / OWNER (JAN 2017 - SEPTEMBER 2021)** ----- CHRIS READY DESIGN (TORRANCE, CA)

**GRAPHIC DESIGNER / PHOTO EDITOR (DEC 2019 - AUGUST 2021)** ----- YONEX USA (TORRANCE, CA)

## EDUCATION

**BACHELORS DEGREEE (GRAPHIC DESIGN / STUDIO ART)** ----- CALIFORNIA.STATE.UNIVERSITY LONG BEACH (GRADUCATED 2011)

**ASSOCIATES DEGREE (ART AND FILM)** ----- EL CAMINO COLLEGE (GRADUATED 2008)