

Design Director

Creative Manager | Brand Developer | Fashion/Product Designer

Accomplished, energetic Design Director with demonstrated success in overseeing women's woven design for industry leaders including Ralph Lauren and DKNY. A creative, strong, and decisive leader with excellent analytical, organizational, communication, team building and planning skills. Exceptional collaborative and interpersonal acumen, with the ability to examine and understand business/customer needs and deliver products that exceed all original expectations. Excel at turning under-producing individuals into teams that work efficiently and exceed all expectations. Generated outstanding results for industry leaders in competitive markets, with an exceptional eye for quality. Selected highlights include:

- Promoted to positions of increasing authority and responsibilities, initiated unique brand initiatives that positively impacted the bottom line.
- Achieved noted specialization for a small brand, which focused on a curated line with each piece exceeding all expectations and delivered to the highest standards of quality.
- Built and led design teams through complex, fast-paced timelines, resolving performance challenges while maintaining consistent product results from concept through production.

Core Skills/Competencies:

Trend Analysis & Research | Concept & Silhouette Design | Mood Boards | Fabric Sourcing
Budgeting | Project Management | Tech Pack Development | Product Development | Apparel
Construction | Product Design | Strategic Planning | PLM | Centric

Professional Experience

The Kasper Group | NYC, New York | 2023 – 2026

Design Director: February 2023 – May 2026

Directed woven blouse design across four brand identities, Anne Klein, Jones New York, Kasper, and the initial two-season launch of Kenneth Cole, calibrating a distinct visual and product language for each while maintaining one unified development calendar. Increased woven blouse sell-through by 15% across Anne Klein, Jones New York, and Kasper, generating new seasonal best sellers and buyer-requested repeat styles each season. Reacted to current product selling performance based on customer feedback and sales results, incorporating learning into future designs. Partnered closely with product development, sourcing and merchandising to ensure design integrity and development. Elevated fabrication, construction, and finishing techniques.

- Translated creative direction into commercially successful products, consistently meeting brand and sales targets each season.
- Oversaw the design process from concept through final development.
- Ensured designs aligned with overall product strategy.
- Trained junior designers to shift design language between brand aesthetics within the same product category.
- Sourced runway, vintage, and current retail trends across four distinct brand identities, calibrating each brand's point of view without letting one aesthetic bleed into another.

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DKNY | G-iii | NYC, New York | 2017 – 2023

Design Director: March 2017 – February 2023

Provided creative design direction for all DKNY woven sportswear categories. Collaborated on initial seasonal design concepts including assembly of fabric and concept boards, color palette and print direction, in partnership with SVP of Design. Managed and executed seasonal development plans according to trends. Shopped and performed research to isolate key and relevant trends for each business stream adhering to brand identity.

- Held sole creative authority for DKNY's woven sportswear identity, translating global runway and street trends into engaging product without diluting brand DNA.
- Possessed an elevated sense of style, aesthetic and color while understanding how to translate global market trends; identified and defined big ideas that positively impacted the bottom line, driving sales for woven category through the lens of the customer and brand filter.
- Defined, championed and protected brand aesthetic. Expert knowledge of silhouettes, fit, fabrication, and construction.
- Mentored and developed a team of designers, translating brand vision into a cohesive point of view across the full DKNY woven sportswear line.

Ralph Lauren | NYC, New York | 2000 – 2016

Senior Design Director: 2012 – 2016

Directed creative design direction of all woven categories for Lauren Ralph Lauren, reporting to SVP of design. Built, led and directed woven team of designers in researching silhouettes and details for all woven categories. Conceptualized and developed new products each season through fabric, trend and image research along with new and vintage garments. Increased brand performance and sales by ensuring the line had a balance of fashion and updated basics.

- Partnered with SVP of Design to conceptualize the Spring/Summer 2016 white shirt initiative, boosting blouse category sales by 20% and converting a seasonal concept into a permanent line offering.
- Mined RL's vintage garment archive alongside current trend research to conceptualize product balancing brand heritage with modern relevance.
- Created a collaborative and highly productive environment, capitalizing on designers' strengths to ensure that RL product was moving forward, while maintaining all calendar milestones.

Design Director: 2007 – 2012

Built and led the Blue Label woven design team based on the seasonal concept, reporting directly to SVP of design, managing a team of seven designers. Worked closely with the fabric team on the innovative development of new fabrications, keeping the line moving forward in both the design direction and fabric. Worked closely with technical design and production teams to ensure that each garment made was compliant with the stringent RL standards.

- Chosen as the Captain of a calendar quantum leap task force, reporting directly to the President.
- Commended for outstanding professional acumen, with noted specialization in a small brand, which focused on a curated line with each piece at museum quality.

Earlier Experience

Ralph Lauren: Designer/Sr Designer

Nautica: Designer

Education: Bachelor of Arts – Fashion/Apparel Design – Marist College

Technical Proficiency: Microsoft Office (Word, Excel, PowerPoint), PLM, Centric, Procreate, Tech Packs