

lindsey smith



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www.lindseysmithportfolio.com

EDUCATION

B.F.A in Fashion

2008-2012

Savannah College of Art and Design

CottonWorks Workshops

February 2020

Denim Manufacturing & Garment Finishing

July 2019

Sweater Manufacturing & Design

COMPUTER SKILLS

Microsoft Office

Word, Excel, Outlook, and PowerPoint

Adobe Creative Suite

Photoshop and Illustrator

PLM Bamboo Rose

SKILLS

Design

Flat Rendering

Fashion Illustration

Industrial Machine Sewing

Draping

Pattern Making

Preproduction Coordinating

Computer Aided Design

Professional

Team Management

Customer Service

Sales, Marketing, and Merchandising

Training

Time Management

Communication

Mentorship

Recruiting

WORK EXPERIENCE

Associate Designer

Belk/ The Limited | Charlotte, NC

February 2019- Present

- Within the first six months of joining and relaunching The Limited brand, total sales increased from down -20% to up +2%
- Designs all categories for The Limited brand, suiting, woven tops, knit tops, fashion bottoms, sweaters, dresses, and jumpsuit
- Onboarded entry level team members and trained them within company's SOEs and programs. Mentored, managed, and met with associates to discuss progress and areas in need of improvement
- Organized team calendar weekly and distributed workload to help meet calendar deadlines.
- Executed company's SOEs and oversaw that standards were followed by team members during day to day tasks. Also, adjusted processes, when needed, to improve efficiency
- Proficiently communicated with cross functional team members to achieve
 - Better garment fits for our customers
 - Fabric leveraging across styles to improve IMU
 - Negotiated with sourcing team and vendors to achieve 80% or more IMU on product through detail changes and fabric/trim selections
 - Pulling looks for the marketing team to include in marketing and events that help promote the brand and company
 - Owned redesigned packaging and marketing to match the brand's new aesthetic, along with the marketing team
 - Assessing best and worst sellers to assist in brainstorming for upcoming seasons and styles
 - Reimagining best-selling styles to keep the customer interested so they return to our brand
 - Exiting or redeveloping style, fit, fabric, or color/print in worst-sellers
 - Successfully working with Sourcing and Buying teams to ensure orders are pushed through the PLM system
- Took initiative and furthered my education by acquiring mentorship from cross functional partners and leadership and attended workshops to better understand the sweater and denim design and manufacturing process
- Provided trend/color research and brainstorming ideas by reviewing trend forecasting services and benchmark brands to provide brand clarity and newness.
 - Also provided competitive analysis for suiting program, pertaining to fit, retails, and fabrications, to my team and cross functional partners.
 - Assessed my findings and developed test bodies that may be better alternatives to our current core suiting program
- Efficiently communicates with DI and overseas vendors by providing comprehensive tech packs, callouts regarding incorrect sample execution, bulk fabric standard approvals, bulk trim approvals, and cutting directions for bulk production.
- Successfully recruited talented students to further support Belk teams, while joining HR on recruitment trips to multiple college campuses

ACCOMPLISHMENTS

NOLA Fashion Week
Top Design Competition
Semi-Finalist | March 2013

SCAD Fashion Show
Top 20 seniors selected to debut collection | May 2012

SCAD Scholarship Gala
Top 10 seniors selected to debut collection | May 2012

PROFESSIONAL AFFILIATIONS

URBAN LEAGUE OF CENTRAL CAROLINAS YOUNG PROFESSIONAL
Member | February 2020- Present

WORK EXPERIENCE

Assistant Designer

Belk/Kim Rogers label | Charlotte, NC
July 2017-February 2019

- Trend Research and Product Development with a focus on the woven and bottoms categories
- Creating and maintaining product information in PLM, as well as, corresponding with Technical Design, in regards to, sample "hand off" and creation
- Understanding APX tools from Merchant team and translating the information onto brand's line planners and PLM data entry
- Corresponding with International manufacturers regarding preproduction details, in regards to, trim, color, and fabrication of product
- Working cross functionally with Merchant and Sourcing Team during style actualization
- Assist in the rebranding and relaunch strategy for Kim Rogers Fit Solution initiative
- Train entry level Assistant Designers within company's SOE's and software programs

Associate Designer

Playethics Inc./ ONEMARKET label| Los Angeles, CA
March 2016-February 2017

- Corresponding with International manufacturers in China regarding preproduction details and sample requests
- Daily tasks consisted of designing 150+ pieces per season, flat sketching, research and development, CADs (Computer Aided Design), and selecting fabrics and trims
- Understanding and applying fit comments for purchase orders and submitting full grading and bulk approval to overseas partner
- Determined wholesale price based on product cost analysis
- Corresponded with all departments within the company, in regards to, sample production and scheduling
- Trained Entry Level Assistant Designers within company protocols
- Providing exceptional customer service to retailers, in regards to, purchase orders and product development
- Facilitated presentations for major retailers, such as Dillard's, TJ Maxx, Marshalls, Versona, and Stitch Fix. Which resulted in purchase orders of 300 to 2,500 units per product

Assistant Designer

Playethics Inc./ Sunday in Brooklyn label| Los Angeles, CA
August 2013- February 2016

- Daily tasks consisted of flat sketching and assisting the head designer with product development and fabric selection for major retailers such as, Anthropologie, Sundance, Belk, Von Maur, and Soft Surroundings
- Updated product information within the company's server, such as photographs, fabric details, and measurement specifications
- Corresponding with International and Domestic manufacturers regarding sample and fabric requests
- Assisted in finalizing the collections for Market Week, each season, by applying labels, tags, costs, merchandising, and corresponding with the showroom regarding scheduling and feedback

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