

summary

a creative, goal-oriented and driven designer with the following skills:

- adobe creative suite
- fashion illustration and flat sketching
- technical packet preparation
- draping, patternmaking, grading and marking
- visual merchandising
- package design and creative concepts
- typography and magazine layout design
- logo and symbol design
- recoloring and screen separation
- apparel and interior textile print design
- knowledge of printing procedure and production
- repeat patterns: 2-way, placement and engineered
- creating prints for line development
- market research and trend comprehension
- developed drawing and painting skills
- trend and color analysis

education

fidm- fashion institute of design & merchandising
associate degree in fashion design/ graduated magna cum laude

los angeles, ca
grad: december 2010

san diego state university
bachelors degree in art (emphasis graphic design)

san diego, ca
grad: may 2009

experience

synergy wetsuits

senior designer and head of marketing

- manage multiple e-commerce websites, including content, products, design, orders, & troubleshooting.
- create and manage annual marketing calendar.
- design a wide range of assets (digital ads, social media presence) and print collaterals (print ads, catalogs, flyers, product hang tags and packaging.)
- design annual sportswear collection (colors, logos, fittings, etc.)
- manage amazon shop product listings and enhanced brand content.
- create social media campaigns for new product releases.
- hire and manage additional graphic designers/staff as needed.
- communicate internally with executive staff regarding sales & marketing issues by identifying problems and coordinating appropriate corrective action.

minden, nv
may 2017 • current

the change companies

senior graphic designer and director of marketing

- created core graphics and designed spreads for interactive journals.
- developed new creative direction for company design, including print materials, website, logos and marketing pieces.
- worked with management to meet deadlines and fulfill creative vision of clients.

carson city, nv
may 2015 • jan. 2017

paper sails

owner

- create a women's & children's contemporary swimwear & yoga line featuring one-pieces, leggings and separates each year.
- design one of a kind prints/repeats for each collection by creating original artwork by hand and digitally using photoshop and illustrator.
- source fabric and trims locally in los angeles fashion district.
- produce each style in minden, nevada by hand (I make the markers, cut, print & sublimate each pattern piece.)
- coordinate and give instructions with a swimwear seamstress in sacramento.
- organize and stylize fashion/product photo shoots.
- created website lookbook and online shop.
- exhibit and sell at pop-up markets (unique la, wanderlust, truckee thursday, mermade market & renegade craft fairs) across the country.

lake tahoe, nv
launched 2015 • current

blue sky events

on-site wedding day assistant

- worked with the senior planner to ensure a smooth transition between ceremony, cocktail hour & reception.

lake tahoe, nv
2015 • seasonal/as needed

kaya di koko and single dress

fashion and graphic designer

- assisted in establishing design direction and development of women's contemporary fashion line.

los angeles, ca
july 2012 • april 2015

texco inc.

senior textile designer

- designed allover and engineered print and placement artwork for large textile design company.

los angeles, ca
feb. 2011 • july 2012

- references available upon request •
- online portfolio: www.haileysebahar.com •