


# lindsey smith

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 [www.lindseysmithportfolio.com](http://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

### Apparel Designer

Belk | Charlotte, NC

Crown & Ivy and Cabana

July 2021- Present

- Owning concept and color direction and pulling together boards to communicate each season's direction
- Provide trend/color research and brainstorming ideas by reviewing trend forecasting services and comp shopping benchmark brands in the market to help with brand clarity and newness.
- Efficiently communicate 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.
- Owning fabric development within the brand's cost parameters
- Proficiently communicate 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 78% or more IMU on product through detail changes and fabric/trim selections
  - 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 work with Sourcing and Buying teams to ensure orders are pushed through the PLM system

### Associate Designer

Belk | Charlotte, NC

Cabana Juniors and Girls 7-16, Crown and Ivy Sport, Private Brand Special Sizes

September 2020- July 2021

*The Limited*

February 2019- September 2020

- Within the first six months of joining and relaunching The Limited brand, total sales increased from down -20% to up +2%
- 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.
- 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

## 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*

- 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 programs
- 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

### 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, regarding, 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, regarding, 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, regarding, sample production and scheduling
- Trained Entry Level Assistant Designers within company protocols
- 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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