

# KATHERINE WESSEL

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## PROFILE

I'm a process-minded creative who offers 10 years of fashion industry experience. I have design experience with a diverse mix of product categories, including knit tops, graphic tees, woven tops, woven jackets, and woven bottoms. Whether it's an apparel product or piece of marketing collateral, I propel ideas from concept through production implementing methods to captivate target markets and boost sales margins. I believe in hard work, servant leadership, and public praise. Most importantly, I believe in people. My career has been enriched by great mentors, and I have been privileged to invest in others' professional growth as well. My curious mind and collaborative spirit are sure to help your organization thrive!

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## WORK EXPERIENCE

### Chicos FAS, White House Black Market Outlets

Fort Myers, FL

Associate Apparel Designer

2018-Present

- ◆ Develop merchandise assortments including trend research, inspiration boards, illustrations, and tech packages
- ◆ Source fabrics and trims; create embellishment, embroidery, and print layouts; render color and print multipliers
- ◆ Collaborate with cross-functional partners, domestic, and overseas vendors; present design ideas to management
- ◆ Review samples, trims, and strike-offs for quality, execution, layout, aesthetic, and fit approval

### Cato Corporation

Charlotte, NC

Associate Apparel Designer

2016-2017

- ◆ Develop merchandise assortments, illustrations, t-shirt graphics, bill of materials, and tech packages in Flex PLM
- ◆ Assess interview candidates; train new designers, design assistants, and freelance illustrators

### Anita Goodesign

Matthews, NC

Graphic Designer / Production Manager

2015-2016

- ◆ Assist with ideation for new embroidery and quilting products
- ◆ Organize photo shoots including art direction, photography, and photo editing
- ◆ Design product packaging, marketing collateral, product displays, signage, and tutorial booklets
- ◆ Create web graphics, newsletters, email blasts, and social media ads; perform monthly website content updates
- ◆ Pre-press work including proofing, prepping images, pre-flight, packaging files, creating books, and exporting files

### Cato Corporation

Charlotte, NC

Product Development Systems Coordinator, FlexPLM

2011-2015

- ◆ Manage FlexPLM system training and workflow for 4 departments, 10 corporate roles, and 9 product categories
- ◆ Develop strategy, curriculum, timelines, and training collateral for 70 training classes

Senior Assistant Technical Specialist, Apparel, Casual Knits

2011

- ◆ Develop bid packages including measurements, construction, and development sketches
- ◆ Fit sample garments; issue pattern corrections, approved specs, and grading to vendors

Assistant Technical Specialist, Apparel, Dressy

2009-2011

- ◆ Measure sample garments; create fit comments; write construction specs for bid packages
- ◆ Render technical sketches and detailed construction drawings for all apparel categories

### Carolina Ballet

Raleigh, NC

Costume Shop Staff, First Hand

2008-2009

- ◆ Assist designer with pattern making, marker making, costume construction, and embellishment
- ◆ Conduct fittings and oversee alterations for male, female, and children's costumes

### American Speedy Printing

Columbia, SC

Graphic Designer, Seasonal

2005-2008

- ◆ Partner with customer service team to identify branding and project requirements
- ◆ Oversee in-house design for printed materials from concept, proof, to final production
- ◆ Produce color separations and plates for the printing press
- ◆ Partner with vendors for out-sourced printing needs and finishes

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## EDUCATION & HONORS

### Radford University

Radford, VA

- ◆ Bachelor of Science in Design (Major in Fashion Design and Minor in Graphic Design)
- ◆ Summa Cum Laude