

Natalie F. Smith

New York, NY 10002

N.SMITH11@YAHOO.COM

www.linkedin.com/in/natalie-f-smith

917-476-6516

SUMMARY

Passionate, hard-working and innovative designer with 18+ years experience in women and juniors Sportswear design. Skilled at defining and advancing a creative vision, as well as meticulously and economically managing design process from initial concept to production. Resourceful and tenacious, adept at managing a team through tight schedules, coordinating with multiple partners across time zones, and creatively problem solving on the fly to meet deadlines 100% of the time.

PROFESSIONAL EXPERIENCE

Walmart/One Step Up, February 2012 – Present

Senior designer, No Boundaries private label business exclusive to Walmart

- Achieved 68% annual increase in No Boundaries bottoms sales in 2020; my bottoms business accounts for over 50% of total 2019 sales of \$160 million
- Oversee seasonal trend and design from concepts, print, color, fabric and graphic directions to fit, branding, packaging, etc.
- Lead market in print concepts and design with designs often selected as roadmap prints within other Walmart product categories; nominated Ladieswear Supplier of the Year Award at 2019 Walmart supplier growth forum
- Conceive novel, luxurious and low-cost legging fabrications (sueded peached jersey, plush brushback velour, fur lined sueded jersey), which are now core staple fabrics; drove major Black Friday and Holiday sales of over 6.8 million units
- Achieve critical sustainability measures by refining core Sueded jersey fabrication into recycled poly fabric
- Manage and mentor team of assistant designers; provide art direction to graphics team as well as freelance artists
- Present innovative seasonal design concepts to Walmart management
- Coordinate with production and cross-functional partners to ensure integrity of cost sensitive programs while maintaining trend forward product
- Oversight of and travel to multiple overseas agents; driving entire process from initial design to product development, timely sample management and production
- Global travel for trend research and product development, including Europe, China, Taiwan and Hong Kong

Levi's/Haddad Brands, December 2011 – February 2012

Freelance designer

- Freelance design for Levi's boys denim and woven bottoms product
- Created tech packages (Illustrator and Web-PLM)
- Prepared and delivered seasonal design presentations for upper management

DKNY/Parigi Group, February 2008 – December 2010

Senior designer

- Developed design concepts, trend, color stories and fabric directions for DKNY girls (7-16) division

- Oversaw complete design and development process of trend-forward knits and wovens sportswear (dresses, tops, bottoms and sweaters) from initial hand sketch to production stage
- Infused DKNY brand philosophy into strategy of each product category; presented to DKNY management team
- Managed overseas agents in development of innovative high quality fabrics while maintaining price point and comfort level for girls 7-16 range.
- Coordinated global manufacturing

G-iii Apparel Group, May 2007 – January 2008

Senior designer

- Created vision and design direction for Sean John sportswear juniors division: basic volume active wear programs and fashion product
- Melded street style and Luxury in design of knit dresses, fashion tops, woven jackets and sweaters
- Managed and art directed team of assistant designers and graphic artists
- Presented to Sean John upper management and coordinated with marketing team to maintain Sean John brand DNA
- Oversaw manufacturing in Hong Kong and India; managing fittings and communication of fit comments to factories

Signature Apparel Group, June 2004 – April 2007

Designer

- Oversaw design for Rocawear junior's division: active wear, dresses, fashion tops and sweaters programs
- Drove seasonal concept and color theme development
- Presented to Rocawear management on all aspects of design from concept/mood to branding, marketing, fit, etc.
- Styled and coordinated photo shoots for marketing and promotional projects
- Coordinated with manufacturing in Hong Kong, India and China

Ecko Unlimited, June 2002 – June 2004

Designer Ecko Unlimited Mens division

PERSONAL SKILLS

- Highly creative with proven conceptual and illustration skills by hand and computer
- Well-rounded designer – inspired creative vision paired with proven technical product development skills
- Disciplined and energetic with strong team ethic and leadership qualities
- Excellent communication and organizational skills

SOFTWARE/SYSTEMS SKILLS

Expert in Adobe Illustrator, Adobe Photoshop, Microsoft Word, Microsoft Excel, Web-PLM, Browzwear/V-Stitcher, Filemaker

EDUCATION

Bachelor of Fine Arts in Fashion Design, Specialization in Sportswear
Fashion Institute of Technology, May 2002
International Honors Society, Magna Cum Laude

References on request