

Joe Jobscan

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PROFILE:

Creative professional and collaborator with 15+ years experience devoted to product, 10+ as a Product Manager and Lead. In-depth knowledge of manufacturing processes, materials, applications, licensing with external partners and approval standards. Extensive experience in product line management and coaching employee development. Proficient at multitasking and management of large 10+ or small 4 person teams with a proven track record for being highly efficient at developing budget sensitive product using group brainstorming, innovation, graphics, and materials that tell a story and resonates with consumers in varied account types and retail experiences. Passion for working with collaborative creative people, creating product, gaming, comic-cons, and art.

SKILLS:

Adobe Creative Suite • Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Sketchbook Pro • Procreate for iPad • iMovie • Microsoft Word • Microsoft Excel • Microsoft Outlook • Advanced Spanish • Beginning Mandarin • Basic HTML

PROFESSIONAL EXPERIENCE:

Design Director Consultant

Fashion Forum, remote

04/2019 - 03/2020

- Reviewed design concepts, critiqued, and designed fashion based tier 1 headwear that elevated product and brand expression.
- Designed quick-to-market regionalized, premium, and mass product line for subsidiary brands under fashion umbrella.
- Set up subsidiary brands under Hat Club with sourcing, and S.O.P.s for product creation and development.
- Advised on digital content creation and their timelines, social media presence, product photography, store visuals, and branding.

Product Manager (Design)

DressMade Seattle, WA

01/2016 - 02/2019

- Recruited, and was mentor for talent in company's first dedicated lifestyle team focused on trend based holistically designed product stories, collections, manufacturer engineered innovation, material selection, impactful imagery, marketing with planned storytelling, and researching relevant culture, fashion design, color swatches, social media, and footwear inspiration.
- Influenced accounts, vendors, and internal stakeholders to support lifestyle product with trend presentation, selling tools, product curating, and exclusives, while delivering renewed company relevance at trade shows through brand collaborations.
- Created, priced, and implemented standard use of colored adjustable components.
- Implemented quick-to-market system to react to trends, allowing for customization, low minimums and faster timelines.
- Initiated cross-department collaboration using headwear components on apparel for cost effective cohesive collections.
- Coordinated with factories ensuring proper execution, pricing, and delivery of prototypes and production samples.
- Coached teams on standardization for logo sizes, embroidery, graphics, placements, colors, technical design and professionalism.

Assistant Manager (Design)

StyleMe Inc. New York, NY

05/2011 - 05/2015

- Organized and executed product roadmap for ideation, concept, critique, development, production, and selling tool creation along overlapping seasonal calendars for over 800 product items in 4 categories and 6 distinct global product lines annually.
- Provided go-to creative and strategic direction to 10+ member design team, fostering innovation and consumer insights, resulting in on trend inspired team designs that ultimately increased revenue for department to over \$60 million in one year.
- Designed innovative headwear and accessories for design labs, key accounts, in-line programs, quick strikes, special project launches and highest selling items for Fall 2015, procuring over \$3million in revenue.
- Delegated team roles and tasks with crossover design and production GTM calendar, increasing efficiency and communication.
- Standardized company wide global design process with multi silhouette concept template and rear adjustable variations.

- Supported global trend team establishing color, materials, marketing brand strategy, and merchandising collaborations.
- Enhanced salesmen account presentations with samples, trend, and authentic in-person storytelling, resulting in millions of sales.
- Used international travel for supervising production, and making fabric selections for future seasonal product use.
- Consulted NYC office on brand DNA, fabrics, account development, workflow, and SOPs to department success.

EDUCATION:

**Bachelor of Fine Arts, Illustration
New York University**

8/2006-12/2010