

EXPERIENCE

DESIGNER

WOMEN'S AND GIRL'S
OUTWEAR AND APPAREL
BURTON SNOWBOARDS
JUNE 2017 - CURRENT



KEY RESPONSIBILITIES

- Lead direction of women's outerwear and woven lines in collaboration with fellow women's designer and women's PLM.
- Responsible for original designs of performance and durable outerwear and woven tops and bottoms for women's, girls, and mini girls, that meet brief and margin requirements.
- Team with cross category partners to ensure a cohesive line and distinctive Burton language
- Continual research of seasonal trends in activity, silhouette, color, print, fabric and trim.
- Responsible for creation and management of accurate and detailed tech packs for performance and durable outerwear and woven tops and bottoms for women's, girls, and mini girls
- Updating and maintaining tech packs for designs created by external contract designers
- Partner with technical fit team to determine initial fit direction for all new designs, ensuring they are market and trend relevant while still fully functional for performance.
- Attend fittings and actively participate with tech design team to ensure product execution matches design intent and quality standards
- Manage selection of fabrics for outerwear and wovens in partnership with materials team.
- Design seasonal trims and provide detailed tech packs to trim developer for their production. Collaborate with and provide creative direction to art team when there are trim art or graphics needs. Review trim submits for accuracy.
- Collaborate with creative team members on building seasonal color palettes.
- Administer the compiling of a well-balanced collection of seasonal prints for all women's and girl's product in collaboration with fellow women's designer to meet the needs of all cross-functional partners.
- Create, manipulate and recolor in-house textile designs/graphics/ prints and embroidery when needed. Provide direction to Sr. print designer and Graphics team when needed.
- Choose layouts and create pitches and color ways for all yarn-dye patterns
- Work closely with fellow women's designer and women's PLM to color merchandise women's and girl's outerwear and apparel in a distinctive, forward and saleable way.

ASSOCIATE

OUTWEAR DESIGNER
WOMEN'S AND GIRL'S
BURTON SNOWBOARDS
OCT 2015 - JUNE 2017



KEY RESPONSIBILITIES

- Work closely with senior design manager and team to produce the look, feel and attitude that set Burton apart as the world's leading snowboard brand.
- Research market staying aware of relevant trends to apply in the organization of clear design stories and cohesive details.
- Generate unique seasonal designs for technical outerwear for on snow use as well as technical outerwear and wovens for every day use.
- Collaborate with developers to evolve product performance and innovation
- Fabric selection as well as providing fabric direction to materials developers
- Color palette development & color merchandising
- Build accurate and detailed tech packs for use in the production of styles on the quickest possible timeline
- Carefully review all details on prototypes and providing clear direction for any needed updates
- Active participation in fittings and collaboration with tech design team to ensure product execution matches design intent and quality standards
- Collaborate with senior print designer to create trend relevant textile prints
- Provide direction to art department for graphics and trims (labels, patches, zipper pulls, snaps etc.)
- Prepare and maintain presentation walls throughout the season
- Carefully review all details on prototypes and providing clear direction for any needed updates

PRODUCTION DESIGNER

OAKLEY

JAN 2014 - OCT 2015



ASSISTANT DESIGNER/PRODUCTION DESIGNER

- Production Artist & Design Assistant for AFA Design Team (Apparel, Footwear, Accessories, Graphics Teams; Mens & Womens: Training, Golf, Surf, Sportswear, Fleece & Tees, Vault Channels)
- Collaborated cross-functionally to test and implement upgrade of 'e-spec' software product creation tool; Served as Design Team "Super user" to the M1 Advisory Council; Stepped in to troubleshoot Illustrator issues providing support for Design, Merch and Development teams
- Created & Improved Color Management System; Established Reference Library, Swatch Storage System, Pantone Chip System; Evolved the color system and provided design point of view on Color for AFA Team
- Streamlined Design's catalog line art process to cut prep time by over 300%; Design Liaison with Catalog Manager
- Partnered with Global Design Manager seasonally to review Oakley Japan Line; Provide Global Design point of view, and Lead Communicator with Oakley Japan Design Director
- Acting Designer for Vault line during position vacancy; Managed all aspects including creation of Color Palettes, seasonal Design work, Design Presentations to meet Merchandising briefs, Graphics & Pattern ideation, and build of Tech Packs & GRX/Pattern Matrices
- Due to my success, continued to own design of seasonal GRX/Pattern & Silhouettes for Vault line under direction of Vault Sr. Designer

APPAREL / GRAPHICS / TEXTILES

720-936-5366

JENHIRSCH@GMAIL.COM

JENN HIRSCH

PRODUCTION DESIGNER
OAKLEY
JAN 2014 - OCT 2015



PRODUCTION ARTIST

- Work with Design Manager & Team to maintain design silhouettes and tech packs through out season; Attend fittings and pertinent meetings to support team
- Translate design sketches into Illustrator art for use in presentation, tech packs, catalog, and line art
- Generate color trial rotations seasonally by vertical for final color palette sign off by design and merchandising
- Create tech packs, trim hand off sheets, and Print/Graphic matrices based on Design direction; Manage workflow of tech packs and artwork from design to development

ASSISTANT
MERCHANDISER /
CAD ARTIST
HYBRID APPAREL
AUG 2013 - JAN 2014



- Assist merchandiser in creating Visual Line Plans in Illustrator
- Initiated creation of corresponding Color and Swatch Libraries for Illustrator and Photoshop to aid in efficiency of line and presentation development
- Manage sample development for graphic product line
- Assemble sales presentations per account weekly in Photoshop mocking up art and fabric treatments
- Contribute to the design and specifications of new cut and sew bodie
- Recolor and correct art as necessary and manage its entry and updating in online art portal
- Create art sizing, placement, and color matrices
- Develop innovative ideas for new costume, novelty, and interactive garments and accessories for license and generic

APPAREL DESIGN INTERN
ARMADA SKIS
JAN 2013 - AUG 2013



- Support Designer and Product Manager with design, tech design, development, merchandising, and PLM of W15 line and SMU's for apparel, accessories, and outerwear

SPONSORED /
COMPETITIVE ATHLETE
FREESKI
2004-2009

- Competed in domestic and international Slopestyle, Pipe and Big Mountain events while living and training in Breckenridge, CO and Wanaka, NZ
- Represented sponsors on hill and in media to promote brand image

EDUCATION

SAVANNAH COLLEGE
OF ART AND DESIGN
BFA COURSEWORK
FASHION DESIGN
4.0

- Deans List
- Academic Honors Scholarship
- Artistic Scholarship
- Student Incentive Scholarship
- Sachio Honda Silhouette Scholarship-2012 recipient (awarded to one student annually)
- Peer Tutor
- Study Abroad Hong Kong

UNIVERSITY OF DENVER
BA 2005
GRAPHIC DESIGN
MINORS ART /
BUSINESS
3.7

- Deans Honor Roll
- Provost Scholar- Scholarship award received based on merit and academic achievement

SKILLS

APPAREL

Trend/concept boards, PLM, Flat patternmaking and draping, Illustration, Repeat pattern and yarn dye design, Apparel graphic design, Color theory, Trim design

COMPUTER

Photoshop, Illustrator, Office, InDesign, Web based PLM

PROFESSIONAL

Adaptable, Strategic, Positive, Inventive, Multi-tasking, Self-starter, Resourceful, International Travel, Analytical

NOTEWORTHY

2018 Burton X Off-White X Vogue Collab featured in Vogue January issue
2017 Polartec APEX award: Burton Minturn Hooded Full-Zip
2012 Winner of Malakye.com contest for Project OR at Outdoor Retailer
2012/2013 Semi-Finalist for 686 Reclaim Project design contest at SIA
2013 Tom's Style Your Sole artist at Lane Crawford Hong Kong
2009 Aspen Open Slopestyle/ 9th
2008 Vermont Open Slopestyle/ 2nd
2008 Remarkables Rampage Invitational, New Zealand/ 1st

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