

Stephanie Ikiriko

Arlington, TX 📞 (214) 682-1143 ✉ StephanieIkiriko@gmail.com 🌐 <https://www.linkedin.com/in/sikiriko>

Concept Development ~ Strategic Execution

CAREER SUMMARY

Highly experienced Branding Design professional with years of experience in developing and executing innovative strategies to accelerate brand awareness and market adoption. Creative and analytical with a solid understanding of the entire design process with experience in all aspects of retail from store to corporate. A team player with the ability to interact with all levels of an organization and is very flexible in the fast-paced fashion industry. Committed to becoming an integral part of a successful and innovative team to display creative design ability and branding expertise. Demonstrated ability to adapt to market changes, and effectively design concepts and brands, focusing on trend analysis and target market positioning.

AREAS OF EXPERTISE

Apparel Design | Adobe Creative Suite | Illustrator | Photoshop | InDesign | Browzwear
Lotta Fashion | PlaidMaker | Vstitcher Fashion Development | Stylezone 3D Fashion Showcase
New Generation Computing | FlexPLM | Blue Cherry | WebPDM

EXPERIENCE

Mizzen+Main | Dallas, TX

Senior Associate Designer

November 2018 - April 2020

- Partnered with Design Director to research market for relevant trend, color, print, trim and fabric.
- Identified trends through market research, trade show travel, and attendance.
- Created new flat sketches, CAD designs, print pattern repeats, plaid and stripe layouts by color palette.
- Worked within the product development time and action calendar to develop, design, and execute current and future season product. Assist seasonally with developing the product design calendar including achieving all milestone dates.
- Reviewed all samples for construction quality, fit, and improvement of overall garment.
- Detailed fit meeting notes and next steps regarding pattern, SPEC changes, grading, and overall sample workmanship.
- Communicated daily with vendors, mills, and factories.
- Researched and coordinate raw materials and trims for approval while maintaining fabric and trim libraries. Approve/reject all lap dips, strikeouts, handlooms, knit downs, and trim submissions.

J. C. Penney Corporation | Plano, TX

Arizona Brand Associate Designer

2017 - August 2018

- Assisted with the creation and presentation of multiple designs for private label Arizona Boys and Arizona Girls each season from the original concept development to execution of the final product.
- Collaborated with Senior Designer and Design Director to ensure alignment on all fundamental brand initiatives are maintained and develop innovative fabrications within desired timelines.
- Facilitated the room set up and creating visual tools to be used in a presentation for line reviews, product meetings, and brand alignment meetings with buyers.
- Designed and generated high quality design product packages, insuring accuracy and critical deadlines are met according to seasonal calendars.
- Successfully executed brand designs and collections according to core product guidelines, costing, and required target margins.
- Identified and analyzed emerging trends and translate them into meaningful product and merchandising concepts; conducting research on consumer behavior, market structure, and competitor's strategy.
- Balanced multiple seasons at one time, maintaining deadlines and ensure timely completion of design packages according to the development calendar.

Stephanie Ikiriko

Arlington, TX ☎ (214) 682-1143 ✉ StephanieIkiriko@gmail.com 🌐 <https://www.linkedin.com/in/sikiriko>

Concept Development ~ Strategic Execution

EXPERIENCE (CONT.)

Williamson-Dickie | Fort Worth, TX

Walls Workwear Brand Assistant Designer

2014 - 2017

- Developed, planned, and executed collections of brands including Men's Workwear and Men's Casual/Lifestyle, Kidswear, Women's Workwear, Flame Resistant, and Hi-Vis/E-Vis safety apparel.
- Optimized performance of Core brand, private label, mass market distribution label, and special make-to-order collections; ensuring the integrity of the Core brand and maintaining unique positioning.
- Conducted research on fashion and accessory trends for new design concepts through retail shopping, trade shows, expos, global market analysis, online websites, and fashion publications such as WGSN.
- Capitalized on market trends for fabric, trim, construction, silhouette, finishing techniques, and emerging advancements in technology as related to apparel and accessories.
- Created concept/trend boards, color palettes, textile and material direction for initial development season to present to senior leadership and merchandising teams reflecting the new fashion trends.
- Reviewed all prototypes for construction, silhouette, trim details, and review in product fittings to communicate fit issues to the pattern maker, production factory, and external partners.
- Oversaw the negotiations of initial costing to ensure adherence to established target cost parameters.

Williamson-Dickie | Fort Worth, TX

Merchandising & Design Assistant

2011-2014

- Coordinated efforts with the design and merchandising category teams in creating inspiration boards, color story boards, and other documents needed as presentation tools.
- Executed individual special projects to demonstrate creative skills.
- Provided critical assistance in the compilation of research studies including competitive market analysis, consumer trends, and new product developments.
- Coordinated samples and presentation tools for merchant and sales teams, working directly with in-house sample sewing room and 3rd party distribution warehouse to meet sample shipment deadlines.
- Maintained a productive working relationship between technical development, sales, marketing, customer service, and other teams to effectively execute merchandising and product development directives.

Forever 21 | Dallas, TX

Visual Merchandising Store Manager

2009-2011

- Executed corporate visual directives and developed visual concepts on a weekly basis for clothing, accessories, and footwear.
- Creatively presented new merchandise throughout the store floor set to maximize sales while suggesting floor plans for local store layouts during company-wide floor set changes.
- Styled mannequins and dress forms in the window and interior displays per corporate directives and improvised as needed per local store inventories.
- Developed and mapped new floor sets and merchandised new product flow bi-weekly, re-merchandised according to sell through.
- Ensured correct marketing and promotion pieces were always in place and maintained communication flow with regional and corporate Visual Teams.

EDUCATION

Baylor University

Bachelor of Science in Fashion Design

Business Administration Minor