

BRIAN TEDESCO

brntdsc@yahoo.com

201.978.1595

I have been designing travel goods and men's accessories for the past 10 years. My vision, improve and give purpose to the way we interact with and meet design. I use this focus and regard for imagination, creativity and tech with awarness to design Rhymes with Friends an iPhone app for creating poetry and joining poets.

Currently

I'm a **Senior Designer** at **Randa Luggage** since Feb 2008 - NJ/NY

Currently working on

Timberland, Tommy Bahama, Chaps and Claiborne

Design multiple product lines each season including collections built at a price point and product lines designed to enhance the way we travel. Define and build consumer solutions. Build line plan with Licensors and In-house teams. Manage product from conception to approving final bulk swatches for production. Competitive shop and target opportunities.

With Randa I have Designed and Managed product lines for,

Timberland, Columbia Sportswear, Perry Ellis, Chaps,

Tommy Bahama, Pierre Cardin and Claiborne. Responsible for creating tech packs, sampling and seeing product through to production. Build CADs each season to help others visualize the line plan.

Present ideas to Sales team, Licensor and Customer.



Coming
This fall
To iPhone

Cofounder / Designer

Rhymes with Friends

A social network for poets and writers based on a word game. Sneak peek at the new website to be launched with the App.

brntdsc.wix.com/rhymeswithfriends

Previous Experience

Product Designer at **Mundi/Westport** April 18, 2007 - Feb 22, 2008 - NJ/NY

Designed 2 seasons of product lines with licensor including belts, wallets, briefcases, messengers, and duffels for Joseph Abboud. Design 2 seasons of casual bags for Perry Ellis. Featured on both runway shows and available at Macy's. Design private label bags for Tasso Elba and Clarks Bostonian.

Spring 2007 **Contract Designer** for Joseph Abboud - Design **iPhone** cases and messenger bags targeted for the launch of the iPhone. **Leather Messenger bag was sold into the Apple Store**

Product / Technical Designer at Badanco Enterprises from March 2004 - April 2007 - NJ

Responsible for producing and maintaining lines of luggage and travel gear for all Badanco's proprietary brands as well as licensed brands, including **POLO RALPH LAUREN, POLO SPORT, CHAPS, CLAIBORNE, DIANE VON FURSTENBERG** and **PIERRE CARDIN.**

My primary responsibilities include:

Translate user needs, trends and color research into product designs that accurately portray and distinguish the different Badanco brands.

Design new product ideas, lines, and concepts for review by Art Director, and VP's of sales. Create tech packs in Adobe Illustrator for development and production.

Deliver comprehensive Sample Requests that clearly communicate all necessary information and details to accurately produce designs. Sample Requests include spec sheets and technical sketches.

Create design boards to present ideas to customer. Render technical sketches with PhotoShop.

Communicate daily and work closely with several factories overseas to ensure accurate and timely execution of product development projects.

Participate in sample review to facilitate the process of improvement and corrections.

Lend a hand to the Graphic Design team. Design print collateral for hang tags and boxes.

Randa Accessories acquired Badanco Luggage in 2007

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Previous Experience Continued

Lifestyle International Inc., Secaucus, NJ

Product Designer / Graphic Designer from November 2002 - March 2004

Designer, responsible for graphic design and product development for brands including, CIAO!, TOTES, DOMANI, FIRST CABIN and NUMERO UNO. Primary responsibilities include:

Create detailed technical sketches in Adobe Illustrator for product design and fixture displays.

Communicate daily with several factories overseas in regards to graphics and product design projects.

Design graphics for all print collateral including hang tags, graphic boxes, and sale sheets. Photograph all products (Nikon D100) in company's in-house studio. Prop and set up feature shots.

Maintain sample report to track samples from factories as well as samples held by the sales team.

CLN Signs, Moonachie, NJ

Graphic Designer from December 2000 - November 2002

Design and layout graphics for all types of signage and advertising. Communicate with customer to develop ideas that accomplish their vision. Proof all in-house designs. Manage projects & coordinate production team. Digital retouching and color matching of photos and customer logos.

Veedix (M&A Technology), Carrollton, TX

Contract Web Designer & Flash Animator from September 2000 - November 2000

Create Flash animations for web banners. Illustrate icons used for company's web site

Magic Fire Laser Shows, Carrollton, TX

Contract 3D Artist & Animator from June 2000 - August 2000

Create 3D environments for large-scale laser shows and spectaculars. Design 2D animated laser shows. Work as stagehand during a shows setup and strike down. Perform laser shows (synching lasers, lights, and sound). Create icons in Adobe Illustrator for company's web site

Educated at the Art Institute of Dallas March 2000 Computer Animation / Multimedia

Proficient in Macintosh and PC Computer Platforms

Illustrator, PhotoShop Acrobat, Excel (All MS Office apps),

References available upon request