

KELLIE R. TEIXEIRA

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PROFESSIONAL SUMMARY

Creative and results-driven Design Director with 20+ years of extensive experience in fashion design, product development and brand strategy. Proven ability to successfully lead cross-functional teams, drive sales growth through innovative design, and enhance operational efficiency. Extensive domestic and international travel experience, chiefly for research and overseeing product development. Passionate about fostering creativity and delivering compelling, customer-centric product.

EXPERTISE

- Creative Direction
- Merchandising
- Leadership
- Brand Strategy
- Cross functional collaboration
- Market Research
- Team Management
- Product Development
- PLM/PDM Systems
- Fashion Illustration
- Adobe Illustrator/Photoshop

EXPERIENCE



DESIGN DIRECTOR | *Kids Department* | (2017 - 2025)

- Rebuilt & transformed the kids department, spearheading & implementing process improvements.
- Improved product quality, fundamental efficiency enhancements, & increased year-over-year sales.

Design Director | *Active & Outdoor- Men's, Women's, & Kids* | (2020-2022)

- Developed trend-driven assortments, increased sales & strengthened brand identity in all sizes/genders.

Senior Design Manager | *Kids Department* | (2017 - 2020)

- Brands: True Craft, Crown & Ivy, Lightning Bug, Zelos (Girls & Boys Apparel, Sizes 0-20)
- Led the entire kidswear design team for four private brands, overseeing concept-to-production.



DESIGNER | *Multiple Brands* | (2011 - 2017)

Jumping Beans | *Disney* | *2-7 Girls & Boys Apparel* | (2015 - 2017)

- Directed complete design & development of Disney-branded kidswear, collaborating with Disney & Lucas Studios to create trend-forward licensed apparel.
- Led market research & competitive analysis to inform design decisions.

Jumping Beans | *Infant, Toddler & 4-7 Girls Apparel* | (2014 - 2015)

- Managed full product life cycle for girls' apparel, partnering with Buyers & Production teams to refine product development.
- Influenced brand strategy through data-driven decision-making & trend analysis.

SO Girls 7-16 | *Active & Sportswear* | (2011 - 2014)

- Developed cohesive seasonal collections that aligned with brand positioning and market demands.



SENIOR DESIGNER | *Garanimals* | (2009 - 2011)

- Defined seasonal concepts & directed graphics teams to create compelling children's apparel.
- Partnered with production teams to optimize sourcing and fabric selection.



DESIGNER | *Limited Too* | (2004 - 2008)

- Designed & directed seasonal graphic tee collections, activewear, and outerwear.
- Conducted domestic & international travel for trend research & market analysis.

EDUCATION

Columbus College of Art & Design (2000-2004)

Bachelor of Fine Arts (BFA), Fashion Design