



LISA PEARSON SENIOR DESIGNER/MERCHANDISER

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EXPERIENCE CONTINUED

Senior 4-6x Girl and Newborn/Infant/Toddler Boy Designer

JC Penney Company • Plano, Texas

February, 2005-July, 2008

- Managed team of two assistant designers and four graphic designers, overseeing creative process from concept to development.
- Developed and executed designs for specific business segments according to merchant line plans, assortment strategies and theme/trend direction and calendar deadlines.
- Prepared development and production packages consisting of fabrication and trim identification, construction details and specification information.
- Collaborated with merchandising, direct and indirect suppliers, and sourcing to achieve product execution and maintain design integrity within target price points and gross margin goals.
- Presented concepts to merchants consisting of merchandised product boards, fabric, trims, samples, graphics and prints.
- Directed textile designers in the development of graphics, print and pattern to insure overall theme/trend objectives were achieved.
- Extensive international and domestic travel to research retail and market trends, and direct the development of product at suppliers factories to meet production deadlines.

Infant/Toddler Boy Designer

Target Corporation • Minneapolis, Minnesota

July, 2003-February, 2005

- Executed designs for given season, business segment and target guest, ensuring designs met merchant line plans, assortment strategies, price points/gross margin and overall creative direction.
- Participated in research and develop seasonal trends, themes, concepts, color, fabric, styling and fit.
- Ensured product design packages were complete, accurate and handed off to technical design/AMC/Merchants per calendar deadlines.
- Maintained consistent point of view and point of differentiation within and between two brands through collaboration with design manager and peers.
- Collaborated with merchandising, technical design, AMC/Sourcing and vendors to achieve product execution and maintain design integrity.
- Produced cohesive product presentations to sell concepts to merchants, including boards, tears and samples.

Infant/Toddler/School Age Girl and Boy Designer

VF Playwear • Greensboro, North Carolina

August, 1999-June, 2003

- Supervised two assistant designers and prepared them for potential designer opportunities.
- Directed graphic artist in the development of rotary prints, embroideries, various trims, and screen prints.
- Responsible for the development and execution of various product lines according to company strategy.
- Researched and created trend, color, theme and silhouettes, utilizing trend services, Internet and domestic competitive shopping.
- Supported gross margins by first costing domestic product and working closely with sourcing for import.
- Prepared import packages by compiling fabric and trim samples, detailed assembly instructions and specification information.

EDUCATION

Oklahoma State University, Stillwater, Oklahoma

Bachelor of Science in Human Environmental Sciences

Concentration: Apparel Design and Production/Retail Merchandising

Graduation Date: May, 1999, Summa Cum Laude

TECHNICAL

- Adobe Creative Suite
- WebPDM
- Mac/Windows