



LISA PEARSON SENIOR DESIGNER/MERCHANDISER

30620 US Hwy 24 • Buena Vista, Colorado 81211

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EXPERIENCE

Owner/Designer Willow Moon Collective • Buena Vista, Colorado August, 2018 - Present

- Sole Proprietor of a success on-line retail and fine art business, *Willow Moon Collective*, specializing in handcrafted, minimalist, fine-metal jewelry and fiber art home goods.
- Design and produce all original handcrafted jewelry, utilizing design software and hand sketch techniques.
- Create fiber art, weavings and macrame home goods, from concept to production, via hand-spinning, dyeing fibers, and weaving process.
- Responsible retail and wholesale accounts.
- Manage business finances, marketing plan and social media channels.

Owner/Senior Freelance Fashion, Graphic Designer and Visual Merchandiser Lisa Pearson Designs • Buena Vista, Colorado July, 2008 - Present

- Manage design studio specializing in graphic, logo/branding, apparel, textile and jewelry design and visual merchandising.
- Create, develop, and implement outstanding visual merchandising displays for multiple retail businesses.
- Produce conceptual design, art direction, and fashion silhouettes for wholesale/retail children's brands.
- Research and develop seasonal trends, themes, concepts, color, fabric, styling and fit.
- Create cohesive product presentations for retail customers and wholesale clients, including boards, tears and samples.
- Responsible for all financial activities to include P&L statements, management reports, bank reconciliations, create invoices, and payroll.

Retail Merchandising Manager Ruby Jane Boutique • Breckenridge, Colorado March, 2015 - September, 2017

- Managed a team of 8-10 sales associates and one assistant manager
- Created, developed, implemented and maintained all visual merchandising programs in support of the organization's sales objectives for parent company, Lucas & Lola.
- Developed business strategies to raise our customers' pool, expand store traffic and optimize profitability.
- Met sales goals by training, motivating, mentoring and providing feedback to sales staff.
- Ensured high levels of customer satisfaction through excellent service.
- Responsible for store administration and financials and ensured compliance with policies and procedures.
- Reported on buying trends, customer needs, and profits.
- Proposed innovative ideas to increase market share.
- Conducted personnel performance appraisals to assess training needs and built career paths.
- Problem solved all issues that arose from staff or customers (complaints, grievances).

Senior Children's Accessories Designer Goldbug, Incorporated • Aurora, Colorado August, 2011-May, 2014

- Responsible for development and execution of various product lines for various retailers/brands including Target, Wal-Mart, Kohl's, Eddie Bauer, Carters and Oshkosh.
- Researched, organized, and presented trend, graphics and color inspiration seasonally.
- Created and executed original product, graphic and textile design concepts by translating style guides and trends into various children's accessory products including, jewelry, hosiery, shoes, belts, purses, hair, swim and travel.
- Collaborated with product development managers to ensure assortment and price point guidelines are achieved.



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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