



LISA PEARSON

SENIOR DESIGNER/MERCHANDISER

30620 US Hwy 24 Buena Vista, Colorado 81211
720.202.2094 lisapearsondesigns@gmail.com

EXPERIENCE

Art Director/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
- Responsible for sourcing and production of product to maintain design integrity within target price points and gross margin goals
- Create cohesive product presentations for retail customers and wholesale clients, including boards, tears and samples

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
- Completed store administration 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 products including, hosiery, shoes, belts, purses, hair, jewelry, swim and travel accessories
- Collaborated with product development managers to ensure assortment and price point guidelines are achieved

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



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EXPERIENCE CONTINUED

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
- Traveled domestically to research fashion, consumer, retail and market trends

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 trend, color, theme and silhouettes, utilizing trend services, Internet and domestic competitive shopping
- Created silhouettes, stripes, plaids, and trend boards via CAD
- 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
- Approved and tracked prototypes and artwork, for both domestic and import product
- Input domestic bill of materials and communicated with factories and agents to ensure product was manufactured
- Presented line to senior staff and sales team periodically throughout year

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

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|------------------------|--------------------|
| • Adobe Creative Suite | • Mac/Windows |
| • WebPDM | • Microsoft Office |
| • u4ia | • MKS |
| • Freehand | • Karat CAD |

AWARDS

- 2006 CHES "Rising Star" Award, Oklahoma State University
- Senior Vice President Award of Recognition, Target Corporation, April, 2004
- Emergency Substitute Teacher Certification for Elementary, Middle and High School

REFERENCES

Available Upon Request