

LAUREN SILVA

CONTACT

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SOFT SKILLS

Visionary
Leadership
Foresight
Communication
Critical Thinking
Team Player
Active Listening
Diplomacy
Intentional
Integrus
Agile
Dedicated
Personable
Gritty
Creative
Passionate
Intuitive
Detail Oriented

HARD SKILLS

Fashion Design
Creative Direction
Brand Management
Product Storytelling
Product Expansion Strat
Trend Forecasting
Adobe Illustrator (CAD)
Adobe Photoshop
Technical Packages
Mood Boards
Munsell Color Test: Approved
Color Concept
Trim Sourcing
Costing
BOMS
Fashion Hand Illustration
WIP Management
Garment Specing
Pattern Making
Sewing
Marker Making
Grading (GERBER)
Draping
Trim Applications
Product Descriptions
Microsoft Office
PLM Interfacing: Shopify, Etsy,
Centric

EDUCATION

Fashion Institute of Design and Merchandising, Los Angeles
Associate of Arts Degree: Fashion Design
Advance Associate of Arts Degree:
International Manufacturing and Product Development
Bachelor of Science: Business Management

PORTFOLIO

The Creator Cut

FABLETICS

Product Development Coordinator: Performance

Proactive trims manager for all seasons and categories, consistently communicating with vendors pertaining to trim application techniques, trim placement, wash testing, trim testing, and bulk color approvals while adhering to strict calendar deadlines.

Independently creates WIP and sample tracking tools for trims and protos, streamlining internal links for quick accessibility to PLM, cost sheets, and calendar deadlines to improve employee user experience and speed.

Conducts all 1st and 2nd proto sample tracking across all categories in preparation for large calendar milestone meetings.

Responsible for creating trim inspiration decks and trims calendar for upcoming seasons and presents to design partners for cross functional insight and collaboration.

Responsible for BOM accuracy and conveying vendor request updates to design in preparation for colored BOM sending according to internal deadline dates.

Core product developer on high profile celebrity assortment collaborations for none other than Khloe Kardashian, Stash, and Ginger Ressler.

WORK EXPERIENCE

07 '22 - 10 '23

12TH TRIBE

07 '21 - 07 '22

Assistant Product Developer and Designer

Independently builds strategic design decks and color pallets for future showrooms and showcases to CEO and cross functional departments, solidifying creative direction, visual story telling, and design direction.

Analyzes best seller data from weekly hindsight meetings and conceptualizes stylistic improvements referencing silhouette, fabrication, trims, and seasonality.

Presents design ideas via CADs and tears in product development and merch meetings whereby making edits and finalizing style selects for sampling.

Participates in bi weekly fit meetings and preps for fittings by organizing samples, providing fit call outs, fit notes, fit images, specing garments, and facilitating construction comments and or approvals with vendors.

Pro-actively updates line sheets, WIP, sample tracking, and trim libraries to ensure pristinely organized product process.

FUNSTIGATORS

03 '20 - 04 '21

Brand Manager and Associate Designer

Enthusiastic presenter of 5+ brand management strategies to CEO and owners in areas including: market share opportunities, target market segments, trend forecasts, design implementation, product expansions, sustainable initiatives, and marketing opportunities.

Designer of 70+ concepts for menswear and womenswear products and participates in sketch review to discuss selects for development.

Proactive production liaison: organizes meetings with production facilities to discuss MOQs, costing, and sample making with CEO and owner.

Marketing coordinator of 7+ Influencer and social media collaborations: recruitment, maintaining relations, negotiations, contract development, product agreements, content creation, and administration.

Assists in inventory management, order fulfillment, website organization and optimizing SEO's on Shopify and Etsy.

Aids in secondary brand start-up and conducts research for print on demand branded apparel for new cause oriented sustainable business model.

Presenter of COVID-19: Pivoting and Product Offering Strategy to CEO and COO in March 2020.

Additional experience available upon request