

LAUREN JENNINGS

WEBSITE

laurenjennings.co

Lauren believes every woman is creative and unique and can express themselves with their wardrobe and she seeks to inspire women to pursue a creative, easy lifestyle. Her lines are clean, simple, and sophisticated

EMAIL

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DESIGNER

ET EAIS

New York, NY — October 2015-Present

- Works with creative director on design from development to production: trend forecasting, inspiration, sourcing fabrics/trims, colour, design, sketch review, fittings, merchandising of each collection, photo shoots and styling, marketing, social media direction and website design
- Heads fabric and trim purchasing from sampling to bulk
- Created templates for all tech-packs, detail sheets, CADS, sample ordering etc.
- Implemented the design process for the team to work from, leading to a more efficient development
- Produces all creatives for social media; currently growing from 0 to 1500 followers +
- Developed the voice and design of the brand
- Led the design and production of marketing items such as tags, main labels, care labels and packaging
- Establishes relationships with unique, third party vendors to gain wider audience

ASSOCIATE DESIGNER

QUINN

New York, NY — Jan 2015 - Sep 2015

- Worked with creative director from development to production: trend forecasting to photoshoots
- Developed design concepts and inspiration
- Produced detail sheets, containing specific specs and finishings, and techpacks
- Managed the cut-and-sew knits and wovens fittings 2 times a week
- Established marketing plans and creative aesthetic for a re-brand to take the collection to the next level
- Maintained all social media channels; Pinterest, Facebook, Instagram
- Established a creative aesthetic for the re-brand of the company
- Merchandised the brick-and-mortar store, including selecting third party vendors

ASSOCIATE DESIGN, ASSISTANT DESIGNER

ADDISON

New York, NY — Oct 2011- Dec 2014

- Worked with design director in all stages of development: trend forecasting and concept, sourcing fabrics, colour, design/sketch review, fittings then merchandising of seven collections

- Worked directly with VIP customers to develop custom season design packages photo samples
 - Updated and maintained line sheets, details sheets and tech packs through all development changes
 - Worked hand-in-hand with sales team to merchandise each season and identify key drivers
 - Attended multiple fittings every week and provided insight to tech designer on fit of each garment
 - Attended trade shows and assisted in sales and building of the booth
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VISUAL MERCHANDISER

Madewell

Short Hills, NJ — Jun 2007 - Oct 2011

- Worked with the corporate visual team every concept week to create a clear visual impact for customers
 - Created visual directives to ensure accuracy of execution in other stores and maintained visuals
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INTERN

Suzanne Rae

New York, NY — Jan - Sep 2011

- Assisted with the creative direction of the designer's Fall 2011 collection designs and runway show
 - Worked directly with the pattern maker to create patterns as Suzanne's sketches
 - Sourced trims and fabrics for NY factory to use
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Other

- Created and marketed my own greeting card company; Be Lovely @Be_lovely_designs with 2K followers
- Organized pop up shops in specific Madewell store locations for sales
- Designed a 4 bottle collection of champagne labels for Bulles de Compitoir champagne, based in France
- Bulles de Compitoir series #4 sold better than their last collections and placed in NYC for the first time

Education

Fashion Institute of Technology, State University of New York, New York, NY

- Associate in Fine Arts Degree in Fashion Design – Deans List 2009-2010 Honors
- Glenda Bailey Grant: Given to an individual with outstanding academic achievement

County College of Morris, Randolph, NJ

- Associate in Fine Arts Degree in Fashion Merchandising

Skills

- Software: Microsoft Word, Excel, Power Point, Access, Adobe, Photoshop, Illustrator, InDesign
- Excell in hand sketching and illustration using mixed media
- Product placement and public relations
- Social Media management