Alison Blanchfield

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**Work Experience:**

**Senior Women’s Active Designer** | One Step Up, NYC | 04/16 – Present

* Design all categories of Activewear and Athleisure for RBX, Hind, Harmony Balance, and private label.
* Identify emerging trends to establish seasonal color palettes, artwork, fabrics, and key items for all deliveries.
* Collaborate with merchandising to create brand identity through specific styling, logos, and hangtags.
* Work directly with overseas factories from beginning stages of development to final production.
* Approve lab dips and print strike offs to ensure cohesive look of various fabrications for bulk.
* Partner with technical design to establish brand specific fits for running, yoga, golf, tennis, and athleisure.
* Train and oversee an assistant designer
* Present finished lines to buyers along with sales for various retailers including TJX, Meijers, Bealls, and Dunham’s.

**Freelance Creative Women’s Designer** | HanesBrands Inc., NYC | 09/15 – 03/16

* Developed quality cut & sew knit product for Hanes Ladies and Just My Size for the active & lifestyle customer.
* Traveled to overseas factories and sample rooms to ensure highest quality samples.
* Presented brand concept to merchandisers, sales team, and buyers.

**Senior Women’s Wovens Designer** | Public Clothing Company, NYC | 01/10 – 05/15

* In depth knowledge of current trends for women’s, junior’s, and plus size market.
* Created designs, mood boards, color palettes, and artwork that reflected the seasonal trends as well as the integrity of each customer for all deliveries.
* Prepared tech packs, prints, embroideries, stripes, and plaids for presentation, development, and production.
* Managed workflow and sampling for private label brands for Walmart, Costco, Burlington, and Aeropostale.
* Worked to develop new fabrications, styles, and fits for the in-house lines including Generra, ATM, and French Cuff.
* Interfaced directly with tech design, production, and sales to facilitate a smooth development process and assure all needs are met.
* Traveled domestically and to Europe to shop latest trends for inspiration.

**Freelance Designer** | 11/08 – 12/09

* Douglas Reker Collection, NYC - Bead layouts/ fabric printing/ styling for photo shoots.

**Senior Women’s Designer** | Ocean Star Apparel, NYC | 5/06 - 11/08

* Created trend boards and line presentations each season to present to the sales team and buyers.
* Private label customers included QVC, Lane Bryant, Macy's, Shopko, and Kohl's in the active and loungewear categories.
* Hired, trained, and managed staff for freelance and full time employment.

**Designer** | Bill Blass Jeans, NYC | 7/05 - 4/06

* Created and executed active and loungewear Dri-release program for the Pink Ribbon Collection and Private Label.
* Designed for women's casual sportswear with wellness and comfort as the main objective.

**Designer** | Rousso Apparel Group, NYC | 8/03 - 6/05

* Designed for Ca.sual by CA Sport. A women's sportswear line with extensive print development each season.
* Fabrics included cut and sew knits, fully-fashioned sweaters, wovens, and denim.

**Assistant Designer** | Cotton Couture, NYC | 9/00 - 8/03

* Worked on detailed sketches, cads, trend and color boards each season and tech packs for overseas development.

**Education:**

• Marist College, Poughkeepsie, NY, Bachelors Degree of Professional Studies, Fashion Design

* Scuola Lorenzo d' Medici, Florence, Italy, Study abroad program

**Computer Skills:**

Adobe Creative Suite Programs | Microsoft Word, Excel, PowerPoint | FileMakerPro, Web PDM, PLM