

ANOKAH MAYNARD

PERFORMANCE LUXURY SPORT ATHLEISURE



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732.690.9723

FILA-USA

FEB 2015- PRESENT

SENIOR DESIGNER- Women's

NEW YORK

- Provide creative direction, design and management for Heritage Line; Training Line & colab projects
- Identify and present new innovations, trends, key items and "must haves" to team at large
- Manage factory communication, tech packs, fittings, merchandise deliveries & archive library
- Coordinate with UK counterpart on lifestyle collaboration, design and merchandising distribution
- Shop domestic & international market for trend, fabric, performance technology & color inspiration
- Present design concept & garment details to buyers, sales team & international design compeers
- Increased sales of Heritage Women's Lifestyle product by 90% in 2 years with support of team
- Expanded training program & T&A calendar; increasing sales by 70% for respective product line

DESIGNER- Women's

OCT 2012- FEB 2015

- Optimized support for all aspects of Women's Heritage and Personal Performance lines
- Supported senior designer on advanced fabric research, sketching, tech packs, fittings etc.
- Main point person for tech, design & sales team for seamless understanding of deliveries
- Attended all domestic & international shopping trips, factory visits & sales presentations

LI & FUNG- USA

MAY 2006- MAR 2012

DESIGNER- *Sketchers Activewear Label*

NEW YORK

- Designed Women's Lifestyle & Tennis knit tops under direction of Design Director
- Aided in design of performance bottoms; team trend research, presentations & international travel
- Executed detailed tech packs; communicated with factories, local and international vendors etc.

ASSOCIATE DESIGNER- *UK Style by French Connections*

- Gathered, styled & presented concept trend presentations for respective seasons
- Managed & maintained design products, label & trim packages, design presentations etc.
- Served as a liaison between overseas factories, VP of design, Design Team and sample rooms

ASSISTANT DESIGNER- *Vera by Vera Wang*

- Developed trim samples, presentation boards and fabric boards for sales presentations
- Aided in trim design; working with local vendors under the direction of Senior Designer

ASSISTANT DESIGNER- *Lagerfeld by Karl Lagerfeld*

- Sketched & updated assortment boards while assisting team on all aspects of development

NICOLE MILLER

MAY 2005-JAN 2006

INTERN-DESIGN

NEW YORK

- Assisted Designer & Team w/ completion of all design tasks: fabric dying, pattern tracing etc.

EDUCATION

VILLANOVA UNIVERSITY Villanova, PA
Bachelors of Business Communications, 2005
Minor: Fashion Studies

PARSONS- THE NEW SCHOOL New York, NY
Graduate Degree of Fashion Design, 2007

PROFICIENCIES

- EXPERT @ ADOBE ILLUSTRATOR & PHOTOSHOP
- MICROSOFT OFFICE SUITE
- PDM, PLM, ADOBE BRIDGE & IN DESIGN
- INTERESTS: PRINT & SWATCH DESIGN
TRAVEL & PAINTING