

RENEE MARKS

Senior-Level Fashion Design Leader

Product obsessed apparel design expert with extensive experience across multiple design channels. Values the importance of focusing on and developing the brands DNA with integrity and thoughtful design to cultivate consumers to achieve commercial success. Creates clear methods and design vision. A strong believer in designing with intent and circular design. Values being a leader, staying curious in life, developing young designers and collaborating.

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📍 New York/ Texas

🌐 reneemarks.com

SKILLS

Creative Direction

Fashion Design

Product Development: International & Domestic

Design Process Leader

Business & Financial Acumen

Strategic Planning & Execution

Brand Development

Cross- Functional Partnerships

Coaching & Staff Training

Seasoned Presenter

Creative Problem Solving

Adaptability

Prioritization

Organized

Self-Starter

Multi-Tasker

Change Agent

CAD

Adobe suite

Office Suites

Multiple PLM systems

ACHIEVEMENTS

Fundamentals of Leadership Program at Gap Inc (01/2015 - 01/2016)

Recommended, selected and completed a multi-faceted leadership program. Engaged in a monthly coaching group, leadership mentor sessions and management classes.

Brand Management Strategies at FIT (01/2018 - 12/2018)

Strategic courses to cultivate emotional bonding for fashion products to foster increase sales, profits and market dominance.

WORK EXPERIENCE

Senior Designer

Nordstrom

11/2020 - Present

Young Adult-B.P Nordstrom Private Label-Contract to Full time

Remote-Seattle

- Daily coaching and training design team and cross functional partners on product first mentality. Implemented best practices throughout the design process to ensure quality and trend right products are offered to the buy team.
- Led in woven and dress design vision with two direct reports in the Young Adult Space. Supported with trend and design concepts. Executed competitor market research including social platforms and inspiration shopping trips. Led color and pattern selection for categories.
- Sourced and redeveloped all woven and dress fabrications in the Young Adult space. Built a library of core qualities to work hard across multiple styles. Put strategies in place to share fabrications across full price and off price channels.
- Led fit and product execution changes in the Young Adult space.
- Re-developed denim assortment from off the line buying to in house design development. Lead denim fit and range planning. Reworked and developed denim fabric foundations. Developed internal wash range library. Developed in-house denim design processes and best practices.
- Supported on Wildfang; Designer Collaboration. Women's Contemporary Design.

Founder/ Creative Director

Kloth

07/2017 - 02/2021

Design consultancy and Concept inspiration sales

New York

- Established and launched an LLC providing concept, design consulting and brand development for retail clients.
- Sourced vintage print inspiration and apparel for sale through a New York studio agent to multiple retail clients.
- Design Clients included: Ovadia NY, MB Sport, Title Nine, Bluffworks, Railriders, Yellowberry, Bitter End Yacht Club and Aitken Spence.
- Excelled at running my own business, working across multiple brands and overlapping projects independently.

WORK EXPERIENCE

LEAD DESIGNER

Ovadia NY

02/2019 - 04/2020

Men's Contemporary Designer-Contract Kloth

New York

- Partnered with total leadership team on seasonal line plan and calendar development. Managed design calendar deliverables. Facilitated retail projections and development costs. Managed development to adoption ratio.
- Led a team of four designers with varying career levels.
- Curated and developed Creative Directors vision each season. Spearheaded and presented concept development, fabric selection, apparel and accessories for each collection.
- Enabled and managed multiple collaborations with overlapping deliverables. Team USA Tokyo 2020, NBA Allstar, New Era, Umbro and Extra Butter.
- Created growth for the company and design team by training, streamlining and building foundational processes.
- Saved in development costs by driving vision and development for each collection. Produced higher sales.

Senior Design Consultant

MB Sport

02/2018 - 02/2021

Private Label Apparel and Accessories Company-Contract Kloth

Remote; New Canaan, CT

- Title Nine (Women's Activewear): Generated new apparel products missing from current assortments. Provided concepts for re-branding new customer base with Creative Director. Established new apparel trend categories and fabric selections.
- RailRiders (Men's Outdoor Apparel): Seasonal color palette creation. Provided pattern and new apparel concepts. Developed new apparel and accessories for brand growth.
- Bluffworks (Men's & Women's Tailored Activewear): Created and launched women's apparel line. Led women's concept to complement men's apparel line.
- YellowBerry (Girls Bras): Customized, designed and completed bras for a new older girl demographic strategy.
- Bitter End Yacht Club (Men's & Women's Lifestyle Apparel): Designed and conceived new apparel and accessories tailored to brand identity. Led color, fabric and pattern selection.

Global Senior Designer

Gap Inc

07/2009 - 07/2017

American Multinational Retailer : Girls Apparel, experience in all apparel categories including denim

New York

- Led a three person design team and worked cross functionally on a daily basis for a multi-million dollar woven's business in both full price specialty and outlet product channels. Maintained multiple calendars for product delivery. Experience attained resulted in a high level ability to multitask, prioritize and achieve focused work by myself, direct reports and cross functional partners.
- International quarterly production travel and inspiration shopping. Excelled at creating strong vendor relationships.
- Developed and presented seasonal concept inspiration, fabric selection, color, print design development across all woven apparel categories for specialty & outlet channels.
- Recommended and selected for a year long Fundamentals of leadership program with only 25 participants across the company.
- Co launched Gap Fit for Girls. New brand line that is still an important business for the company today.
- Worked on Stella McCartney and Diane Von Furstenberg collaborations.

Early Career

Abercrombie & Fitch, Marks & Spencer, Elan Fashion Promotions

2005 - 2009

London- Ohio

- Design career started within the luxury brand market of Europe. Working at Vivienne Westwood and the Assistant to Producer of numerous runways and showrooms in London and Paris. Shifting into large multi-national retailers.

EDUCATION

BA with Honours - Fashion Design & Merchandising

Regents University (AIU)

London, United Kingdom

AS-Fashion Design & Marketing

International Academy of Design

Tampa, Florida