



ISABEL



[ADDRESS] 1050 STACKS AVE SE UNIT 1503
ATLANTA, GA 30315

[PHONE] 305.799.6773

[EMAIL] IARENASDESIGN@GMAIL.COM

[WEBSITE] ISABELARENAS.COM

[OBJECTIVE]

TO OBTAIN A CHALLENGING POSITION AS A DIRECTOR IN A REPUTED ORGANIZATION WHERE MY CREATIVITY, PASSION FOR FASHION AND DESIGN, AND ABILITY TO LEAD A TEAM WILL BE UTILIZED TO THEIR FULLEST POTENTIAL.

ARENAS

[PROFESSIONAL SUMMARY] WITH OVER 10 YEARS OF EXPERIENCE IN DESIGN, I HAVE HONED MY SKILLS IN DIRECTING, DESIGNING, CREATING AND DEVELOPING HIGH-QUALITY, INNOVATIVE AND TREND-SETTING RESULTS BOTH IN APPAREL & OTHER CREATIVE PURSUITS. MY DESIGN EXPERTISE ALONG WITH STRONG COMMUNICATION SKILLS, ATTENTION TO DETAIL, MANAGING A TEAM OF DESIGNERS, AND COORDINATING WITH CLIENTS & PRODUCTION TEAMS HAS HELPED ME ACHIEVE SUCCESS IN MY FIELD.

[EDUCATION]

Ringling College of Art & Design
BFA in Illustration, May 2012

[SOFTWARE]

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Microsoft Office
SharePoint
FlexPLM
Miro
CLO

[SKILLS]

Art Direction
Illustration
Studio Art
Logo & Brand Design
Fluent in Spanish

[DESIGN DIRECTOR]

Baby & Sleepwear, Carter's Inc.

June 2022

/ Present

Entrusted to travel each season domestically or internationally to bring innovation to the seasonal product line, curating the color, fabrics, silhouettes, and trend direction. Utilizes WGSN to stay on top of upcoming trends. Collaborates with Merchandising, Product Development, and Technical Design to achieve product execution and maintain design integrity to ensure on-time delivery of products with profitable margins. Oversees design and art aesthetic and ensures all creative teams adhere to them, while still producing high-quality garments that meet design and quality standards. Delegates tasks & projects, monitors progress, and provides mentoring & training to direct reports. Advises on calendar dates, new technology, and process improvement. Presents design concepts and collections to senior management.

[SENIOR DESIGN MANAGER]

Baby, Sleepwear, Home & Gift, Carter's Inc.

September 2021

/ June 2022

Promoted to take on additional responsibility, doubling my scope by managing two design teams with the two highest volume and top grossing categories at Carter's, Baby & Sleepwear, nearly tripling my SKU count. Additionally designed bedding and home at Carter's utilizing my keen eye for interior design to produce trendy and functional designs. Manages the design process from initial sketch to production. Conducted market research and analysis to stay up-to-date with emerging trends and translate them into commercial designs that align with the brand's vision. Oversees fit sessions with Tech Design. Collaborated closely with cross-functional team members to refine our processes for maximum efficiency.

[FREELANCE INTERIOR DESIGNER]

Stella Design Studio

July 2020

/ November 2022

Freelanced as an interior design consultant capitalizing on my strong communication and listening skills to understand client needs and preferences. Excellent space planning and layout design abilities. Knowledgeable in industry trends and materials. Ability to manage projects, budgets, and timelines effectively.

[SENIOR DESIGNER]

Baby, Carter's Inc.

February 2018

/ September 2021

Head creative designer for Carter's most profitable product line, *My First Love*, managing a team and technical development of product within merchandising's assortment strategy. Coordinated and unified creative execution of product. Researched seasonal trends, themes, color, raw materials and styling. Oversaw product lap dips, art and print strike off approvals for strong product integrity. Tested and implemented the 3D apparel modeling software CLO.

[DESIGNER]

Boy & Girl Sleepwear, Carter's Inc.

August 2015

/ February 2018

Managed the creative direction for all of Sleepwear, doubling my SKU count per design season. Hired, trained, and managed a design team. Tested and implemented the adoption of FlexPLM. Trained to create BOMs when fine tuning the FlexPLM ownership process. Collaborated with cross functional teams to efficiently process print and art paperwork post design, capitalizing on my organizational skills and proficiency in InDesign and Illustrator. Met all major production deadlines and had a strong focus on new silhouette sketching.