

## ISABEL ARENAS

Design Director – Apparel

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[www.isabelarenas.com](http://www.isabelarenas.com)

### PROFESSIONAL SUMMARY

Visionary apparel design leader with 13+ years of experience driving brand growth, creative strategy, and product innovation for global retail brands. Proven success leading high-volume, multi-category businesses across baby, sleepwear, and accessories, overseeing \$50M–\$195M portfolios. Expert in creative direction, line architecture, margin optimization, and team development. Recognized for accelerating calendars, strengthening brand identity, and delivering emotionally compelling, commercially successful products.

### CORE EXPERTISE

Creative & Brand Direction | Senior Design Leadership | Line Architecture | Trend, Color, & Concept Strategy  
P&L Ownership | Margin Optimization | High-Volume Product Development | Print, Graphic & Art Direction  
Cross-Functional Leadership | Team Building & Mentorship | New Software Integration | Brand Collaboration  
Calendar Acceleration | Process Improvement | Customer Focus | Drive Innovation | AI Optimization  
Retail & Wholesale Experience

### PROFESSIONAL EXPERIENCE

**CARTER'S INC.** – Atlanta, GA, September 2012 – Present

*Design Director* – Baby, PurelySoft Baby & Sleepwear, & Baby Accessories, May 2024 – Present

- Lead creative and strategic direction for a **\$195M+ business**, representing **16% of total company revenue**, with compelling innovation while preserving brand authenticity.
- Repositioned sub-brand **PurelySoft**, our sustainable bamboo brand, delivering **triple-digit weekly sales growth**, exceeding plans with strong margins.
- Collaborated with **Once Upon a Farm**, Jennifer Garner's kids organic food company, to provide a PurelySoft baby & toddler apparel collection around fruits to perfectly marry the two brands.
- Oversee seasonal, core, and evergreen assortments for Retail & Wholesale accounts across Baby, Events, and Accessories. Wholesale accounts including Kohl's, TJMaxx, Ross, and Burlington.
- Manage and mentor a **12-person team** of designers, artists, and merchandisers.
- Reduced design duplication by **30%**, increasing efficiency and speed to market.
- Drove **20% sales growth** through elevated line architecture and brand storytelling.
- Shortened development calendar from **52 to 32 weeks** through cross-functional alignment.
- Own divisional P&L, exceeding sales targets by **10%** and improving gross margin by **5%**.
- Supported innovation initiatives by piloting **VibeIQ** to streamline process improvement.
- Integrated **Raspberry AI** into our presentation tools and sell-in decks resulting in bigger buys from our external accounts and helped with assortment decision making.

*Design Director* – Baby & Sleepwear, June 2022 – May 2024

- Directed end-to-end design strategy for one of the company's highest-volume divisions.
- Led seasonal concepting, assortment planning, and execution from sketch through production.
- Partnered with Merchandising, Product Development, Tech Design, and Production to ensure on-time delivery.
- Translated trend and competitive insights into commercially successful collections.
- Managed design budgets while elevating innovation, quality, and margin performance.
- Presented seasonal strategies and collections to executive leadership.

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*Senior Design Manager* – Baby & Sleepwear, September 2021 – June 2022

- Expanded scope to manage **two design teams** across top-grossing categories.
- Nearly **tripled SKU count** while maintaining profitability and brand consistency.
- Improved cross-functional workflows to increase efficiency and calendar adherence.

*Design Manager* – Baby & Sleepwear, August 2015 – September 2021

- Led creative direction for Carter's most profitable baby line, **My First Love**, and sleepwear programs.
- Developed compelling assortments that ensured innovation in new silhouettes, materials, and color while responding to market demands, customer insights, and emerging trends.
- Oversaw print, art, fit approvals, and bulk execution for high-volume styles.
- Piloted and implemented **FlexPLM** and **CLO 3D** modeling to support innovation and efficiency.
- Helped create and launch our first even bamboo **PurelySoft Baby** line in 2018.
- Started at Carter's as a design intern in Sleepwear and was subsequently promoted to be in Baby as a Design Manager.

## EDUCATION

Ringling College of Art and Design – BFA, Illustration

Otis College of Art and Design – Foundation Studies

## TECHNICAL SKILLS

Adobe Illustrator | Photoshop | InDesign | Corel Painter | VibeIQ | Teams | Zoom | Fluent in Spanish  
FlexPLM | CLO 3D | Miro | Microsoft Office | Mac & PC | Raspberry AI | ChatGPT

*Portfolio and references available upon request.*