

KASEY CONDON

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www.kaseycolleendesigns.com

SKILLS

- Digital & Hand Sketching
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Microsoft Excel
- Yunique & Flex PLM
- VStitcher, Clo3d & Greige AI
- Garment Construction
- Pattern Making
- Sewing

ACTIVITIES / CLUBS / VOLUNTEER EXPERIENCE

FabScrap

Volunteered to help sort out over 500 pounds of recycled fabric from Aeropostale - August 2023

Alpha Delta Pi Sorority

Director of Primary Recruitment

Threads Club

Vice President of Design

Madewell Campus Brand Ambassador

Vestique Brand Ambassador

EDUCATION

University of North Carolina at Greensboro

Master of Science in Global Apparel and Retail Management

Bachelor of Science in Consumer, Apparel, and Retail Studies

- Majored in Apparel Product Design and Minored in Entrepreneurship

WORK EXPERIENCE

Aeropostale Women's Design

Associate Designer of Girl's Light Weight Knit Tops, Girl's Fashion Fleece & Women's Collab | September 2023 - PRESENT

- Design and co-lead the high impact Demetra collaboration that drove multi-million dollar sales, increased retail revenue by over 20%, and significantly boosted app engagement and brand performance.
- Manage and mentor two design assistants in creating tech packs and supporting seasonal developments, ensuring accuracy and alignment with brand standards.
- Present new ideas to leadership based on seasonal trends and in collaboration with the Senior Designer.
- Determine white space opportunities by identifying the key styles and items that our competitors offer each season.
- Prepare and present our categories' seasonal line for design led milestone meetings.
- Collaborate with merchandising and sales teams to support product selections for wholesale partners including JCPenney, Kohl's, and Amazon.
- Collaborate and follow up on deliverables with cross-functional partners throughout the entire design process including tech designers, product development partners & merchants to ensure product needs are met.
- Partner with sourcing and product development teams to explore sustainable materials and reduce waste in seasonal product offerings.
- Research and create seasonal trends from creating digital and hand sketches to production that reflect the brand's aesthetic.
- Create seasonal concept graphic mood boards for the entirety of the women's design team for both Aeropostale and Lucky Brand.
- Lead fit sessions to guarantee that fit standards are upheld and ensure design intent is protected.
- Create and execute accurate tech packs and line-sheets.
- Utilize digital tools such as Greige AI, Adobe Illustrator, and PLM systems to support accurate design execution and collaboration across global teams.
- Attend 3rd party vendor showrooms and hand pick fashion forward selections that best resonates with our customer.
- Effectively communicate with third-party vendors to ensure the fabric, fit, and design intent are maintained.

Assistant Designer of Loungewear, Active, Sleep, Intimates, and Socks. |

May 2022 - September 2023

- Assisted with the entire design process, from market research to mood board creation to sketching to delivering the end product in close collaboration with the lead designer.
- Collaborated with print team on the seasonal orientation of prints & patterns.

Fashion Design Intern

Amanda Uprichard | May 2021 - August 2021

- Created digital sketches, sourced trims, assisted in meetings and supported the design team's needs during their Spring 22 development season.
- Independently orchestrated showrooms to guarantee a smooth set up that displayed accessible samples for potential purchases.