

Josephine DiGiovanni

Senior Designer, Art Director

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SUMMARY

Creative Design Director with over 25 years of experience in the fashion industry. An innovative, dynamic visionary managing design, product and brand development. Adept at meeting deadlines and managing teams while adapting brand expression to the ever-changing market. Apparel designer in ladies junior, missy and plus. Proficient in working with product genetics, translating color, graphics, and materials to meet trend directions, design and development. Proven team player working proactively and collaboratively with sales teams to market product lines. Establishes and coordinates creative vision and development with overseas partners.

ACHIEVEMENTS

- Increased customer base through creative design that brought a fresh look to traditional style
- Accomplished merchandiser, well-traveled throughout Asia, India, and Europe
- Managed the design process from conception through production
- Hired, trained, and managed staff

SKILLS

- Extensive knowledge of the fashion industry
- High creativity and ability to produce cutting-edge ideas
- Ability to lead the creative department and provide technical assistance
- Adept in creating a brand and changing wardrobe trends
- Strong print and production of women's wear
- Accomplished at identifying current and emerging fashion trends
- In-depth knowledge of design techniques and processes
- Excellent leadership and management skills
- Ability to set an overall creative tone and lead the design process
- Excellent sense of style and color
- Proficient in Adobe Illustrator
- Proven presentation and negotiation aptitude
- Sound knowledge and understanding of garment construction
- In-depth knowledge of textile and material construction and properties
- Ability to design for different consumers
- Strong project management and organizational skills
- Skillful and accomplished merchandiser

EXPERIENCE

SMILES FASHION, NEW YORK, NY

June 2005 -present

Senior Designer, Art Director / Merchandiser

- Responsible for all aspects of the product design process to include market research, print selection, designing, sketching, specs, and fit for all divisions
- Fully responsible for the womens' top and dress line
- Collaborate with numerous art studios to select prints for season for all divisions
- Analyze fashion trends and incorporate the ideas to create new brands
- Acquire the right fabrics, colors, and patterns
- Shop domestically and in Europe to define trends
- Travel to China to research fabric and create the product line
- In charge of overall direction in the conceptual development of product lines
- Accountable for managing, motivating, providing creative direction and evaluating design staff
- Provide overall recommendations and set tone regarding style and fit of product(s) during presentations
- Work with major accounts to create private label and program business
- Lead weekly meetings to discuss stores' sales trends and capitalization of the product line

- Responsible for visualizing accountability for process improvement, growing business and seeking opportunities to positively affect division/company

Giselle Apparel , NEW YORK, NY

April 2002- March 2005

Designer/ Merchandiser

- Created and designed line from initial concept to final production stage for updated missy sportswear, plus size, and maternity lines; increased company volume by 50%
- In control of fabric designs and coloration for all woven fabrics, including plaids, stripes, prints and embroideries
- Collaborated with major colors, trend and print studios
- Shopped both domestically and European market to forecast trends
- Developed garment specs sheets and fit approvals from development to production stage
- Organized and executed special projects for key accounts
- Communicated with overseas offices in India
- Traveled domestically to work with major accounts

Krazy Kat , NEW YORK, NY

July 1990-April 2002

Head Designer, Art Director / Merchandiser for ladies fashion

- Created and designed line from initial concept to production stage for updated missy, junior, plus size and maternity lines
- Designed junior line for Arizona JCPenney
- Developed and executed fabric design, print design and recolorations
- CAD design and presentation for buyers
- Shopped both domestically and European market to forecast trends
- Developed garment specs sheets and fit approvals from development to production stage
- Worked with major color, trend and print studios
- Organized and executed special projects for key accounts
- Communicated with overseas offices in India and Indonesia
- Traveled to India for design product development and quality control
- Traveled domestically to work with major accounts for private label
- Trained and supervised New York production team, designers and Indian merchandising office

EDUCATION

Fashion Institute of Technology, New York, NY Associate Degree in Applied Science-June 1990

Major: Fashion Design