

# PEACH • LAI

GRAPHIC DESIGN + PRODUCT DEVELOPMENT • PEACHLAI.COM • HI@PEACHLAI.COM



## ◆ ABOUT

hi@peachlai.com

Peach is a graphic designer with a background in apparel and accessories, specializing in taking trend-driven design concepts from idea through to bulk production. Her work extends to packaging, trend reports, marketing assets, product artwork and more.

## ◆ EXPERIENCE

New York, NY

### CENTRIC BRANDS GRAPHIC DESIGNER

NOV 2025–JAN 2026

- Designed trend-driven product and packaging for young girls' and tween accessories across beauty, hair, jewelry, stationery and holiday categories for Claire's CVS and Walmart retail programs.

### FANTASEYES GRAPHIC DESIGNER

JUN 2023–MAR 2025

- Designed, curated, and developed eyewear collections for retailers like Urban Outfitters, ALDO, MANGO, and Nordstrom.
- Oversaw hundreds of monthly development styles, coordinating with factories to ensure quality standards and on-time deliveries.
- Contributed to top-selling Ed Hardy styles with over 26.5k units sold.
- Created CADs, colorways, trend packages, custom presentations and more using Adobe CC in coordination with sales and buyers.

### WHISPERING SMITH GRAPHIC DESIGNER

JUN 2015–MAR 2020

- Designed and developed men's and young men's apparel for major U.S. retailers like Macy's, Kohl's and Walmart from concept to production.
- Created tech packs, CADs, and marketing collateral using Adobe CC working closely with sales team, buyers and factories.

### COLOR & TRENDS GRAPHIC DESIGNER

JUN 2014–JUL 2017

- Designed weekly trend reports, promotional emails, and visual content for Color & Trends, a trend forecasting platform covering all apparel and accessory categories.

◆ REFERENCES AVAILABLE UPON REQUEST. LET'S WORK TOGETHER SOON! ◆