

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.

♦ SKILLS

Apparel & Accessory Design
Graphic Design & Illustration
Product & Brand Development
Trend Forecasting & Research
Clear Factory Communication
Marketing Material

♦ EDUCATION

CUNY City College (CCNY)
BA, Art & Graphic Design
Class of 2014

♦ SOFTWARE



♦ INTERESTS

Spicy Chicken Nuggets
Reality Competition TV
Early 2000s Nostalgia
Creating Spotify Playlists
Cult Classic Cinema

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