

CARLOS VALDEZ

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EXPERIENCE

BRAVADO (UMG) NEW YORK CITY DESIGN DIRECTOR

OCTOBER 2020 - PRESENT

- Art and design direction for a roster of some of the top artists in the music industry.
- Managing a team of nine graphic and apparel designers.
- Building and fostering an extensive roster of freelance graphic artists.
- Collaborating with a series of cross-functional internal teams ranging from production, development, sales and legal.

DELTA GALIL NEW YORK CITY SENIOR DESIGNER

MARCH 2018 - OCTOBER 2020

- Creative Direction and Design for men's & women's Spalding sportswear throughout multiple retail channels.
- Seeking and building collaborations with other brands.
- Creative direction for campaign photo/video shoots.
- Sourcing/development with several overseas and domestic factories.

UNITED LEGWEAR NEW YORK CITY SENIOR DESIGNER

MARCH 2016 - 2018

- Design and development of Puma Men's Loungewear and Underwear as well as numerous private labels including Starter, PONY & Umbro.
- Provided creative direction to graphic design team for seasonal product shoots and packaging design.
- Built and maintained relationships with factories ranging from China, India, Pakistan, Bangladesh and Korea.
- Managed technical design team through initial spec sheets, proto samples, fittings and cost engineering process.

KASPER NEW YORK CITY ASSOCIATE DESIGNER

JUNE 2015 - MARCH 2016

- Supported head of design in developing new Anne Klein women's active line (AK Sport) for Macy's as well as new Anne Klein Denim line for Amazon.
- Worked closely with surface design team to build large seasonal print assortments.
- Technical CAD and Tech pack design.
- Extensive PLM product management.

IGIGI SAN FRANCISCO DESIGNER

OCTOBER 2011 - MARCH 2015

- Design and developed missy and plus size direct-to consumer apparel working with local Bay Area factories.
- Attended bi-monthly trips to the LA fashion market/district to shop fabrics, trims and surface prints.
- Managed team consisting of a design assistant, patternmaker and intern.

EDUCATION

Bachelor of Science - Apparel Design & Merchandising
San Francisco State University
2008 - 2010

Associate in Liberal Arts - Emphasis in Fashion
American River College
2006 - 2008

SKILLS

- Expert in Adobe Illustrator, Photoshop & InDesign
- Art direction
- Graphic design
- Team management
- Trend forecasting
- Full tech pack design with technical flats & specs
- Extensive knowledge and experience with PLM programs
- Surface design in full repeat
- Color and trim approval
- Knowledgeable with sewing details, stitches and finishes
- Packaging design
- Familiar with Gerber PDS programs as well as cut markers
- Technical compression fabric and topical performance treatment knowledge

