

# AL-AMEER ROSENJE



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Brooklyn, NY 11206



THE NEW SCHOOL  
**PARSONS**  
(Parsons School of Design)

(AAS) Fashion Design

(May 2025)

THE UNIVERSITY OF UTAH  
(University of Utah)

(BS) Finance

(May 2020)



## Creative Experience

### **A-RUYA** (A-RUYA) (NYC)

Jun 2023-Present  
**Founder & Designer**

Self-founded luxury brand, delivering five collections and 50+ original apparel/product designs while owning the full development pipeline from concept and material sourcing through pattern-making, fittings, revisions, construction, and communication with manufacturers. Produced tech packs and line sheets in Adobe CC and CLO3D. Seeded 20+ stylists, secured press in WWD and Hypebeast, and produced two runway events in July 2024 and May 2025 for 300+ attendees.

### **HYPEBEAST**

(Hypebeast) (NYC)

May 2025-Present  
**Production Assistant**

(Freelance) Producer for Hypebeast 20th anniversary exhibit and notable brand projects and experiential events with partners such as: Lenovo, DSW, and NBC, working as a right hand to senior producers. Managed logistics across editorials, commercials, and live experiences, maintaining run-of-show organization and aligning on-site teams on execution.

### *Rick Owens* (Rick Owens) (NYC)

Dec 2025  
**Showroom Intern**

Supported F/W 2025 Market Week, executing visual merchandising directives from the Head of VM. Owned garment sequencing, product displays, and showroom setup. Styled models live for buyer appointments, making rapid footwear and look decisions to maintain brand coherence under time pressure. Managed the full sample lifecycle including intake, coding, reconciliation, and showroom re-organization.

### **EYESIGHT**

Fashion & Luxury Events  
(Eyesight Group) (NYC)

Feb-Aug 2025  
**Production Assistant**

(Freelance) production for NYFW runway events. Assisted production leads with venue setup, backstage workflow, and live show operations including garment prep and quick changes, ensuring smooth run-of-show execution and efficient post-show wrap. Notable shows include Kith "Institution" (Aug 2025), and Oscar de la Renta NYFW (Feb 2025).



## Commercial Experience

### **amazon**

(Amazon) (NYC)

Beyoncé Renaissance Tour: Orchestrated the exclusive Amazon merch launch. Directed creative and supply-chain teams to deliver \$9M+ in first-day sales and Amazon Music's top-performing artist merch partnership. NBA Con (Las Vegas): Led cross-functional GTM spanning marketing, logistics, and merchandising for 28K+ attendees, driving 47M social impressions and \$75M earned media value. Managed 25+ artist merch product launches (Kendrick Lamar, Drake, Pharrell Williams) and pitched activation roadmaps with partners (PUMA, Columbia, Crocs) securing brand contracts and \$12M+ in revenue.

### **Amazon Fashion**

(Amazon Fashion) (NYC)

Amazon Luxury Stores: Led 20+ brand launches, partnering with PR, creative, and merchandising to deliver digital activations and on-site storytelling. NFL Thursday Night Football Store: Owned GTM strategy and drove \$2M+ monthly sales by optimizing brand store merchandising. Built SQL reporting and trainings that scaled marketing best practices across 150+ annual brand launches and sustained ~20% Click-Rate across 300M+ impressions.

### **amazon web services**

(Amazon Web Services) (SEA)

Engineered robotic automation and reporting workflows eliminating 280+ hours of manual accounting annually. Managed \$200M+ in monthly journal entries for external reporting and government audits.

### **Robert Half**

(Robert Half) (SLC)

Consulted on Wells Fargo's Space Finder Initiative, helping develop a Microsoft Outlook add-on for meeting scheduling and conferences. Managed facilities access, audited five corporate sites, reviewed floor-plans with engineering, and delivered Excel reports for space-planning.



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## Retail Experience

### **H&M** (H&M)

Jun 2019-Feb 2020  
**Sales Associate**

### **VANS** (Vans)

Jan 2019-May 2019  
**Sales Associate**



## Software

Adobe: Illustrator, Photoshop, InDesign, Lightroom, Premiere | CLO3D, Procreate, Google Workspace, Notion, Figma, Microsoft Excel, Asana, Miro



## Areas of Focus

Apparel Design, Product Development, Pattern Making, Fittings & Revisions, Accessories Design, Sampling & Production, Collection Coordination, Fabric Sourcing, Technical Drawing, Market Research



## Press/Awards

### **PARSONS**

"Featured Student Work"

Dec 2025

### **WWD**

Women's Wear Daily

Feb 2024

### **ESSENCE**

Essence Magazine

Feb 2024