

# Kelly Cameron

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## Product Development Manager

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Experienced design and pre-production manager with 12+ years of proven capabilities in consumer research, textile selection, design development, and collection execution. Motivated leader with consistent top-selling designs, dedicated to overall financial growth through decreasing production costs, responsibly pricing materials, and vendor negotiations. Accomplished director of large volumes of textiles, production units, and bulk samples, dedicated to brand compliance and streamlining workflow efficiency.

### *Areas of Emphasis*

- Product Research & Development
- Color Fundamentals & Seasonal Palettes
- Sourcing & Production Control
- Textile Applications
- Fashion & Accessory Design
- Technological Systems & Programs
- Vendor & Merchant Relations
- Concept Design & Illustration
- Staff Management
- Workflow Efficiency

## Professional Experience

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Deux Lux – New York, NY

### **Designer & Pre-Production Manager for Handbags & Small Goods, 2010 to 2018**

*Direct the Deux Lux handbags department with hands-on involvement across daily production tasks as well as lead in overarching material decisions to craft superior collections.*

Design and produce Deux Lux's main collection, while orchestrating color and fabric palettes for each seasonal collection based on research analysis of consumer trends. Collaborate with multiple top-selling, well-recognized retailers to produce private label brands, and exclusive products. Source new textile materials for all fabrics, and trims, as well as real leathers for private label accounts. Authorize bulk materials for production, troubleshoot all materials for orders to China. Engineer new design concepts based on examination of market research and pricing. Direct assistants and interns to maintain efficient daily work flow. Monitor and achieve projected target costs through vendor negotiations.

### **Selected Achievements:**

- Increased sales through surveying consumer trends and constructing collections accordingly.
- Implemented a time and action calendar to organize deadlines and streamline the efficiency of the development process.
- Created 500+ SKUs per delivery, oversaw production up to 730K units / 14M in sales at any time.
- Designed and managed 8 collections a year across 4 labels, all consistent with buyer inclinations.

E.C. Knox – New York, NY

**Consultant & Designer, 2018 to Present**

*Consult in the development of new products for this start up company.*

Partner with company owners to educate in the processes involved in the industry. Aid in the design, development, and production of new products, promote understanding and awareness of the importance and operation of trade shows.

**Selected Achievements:**

- Developed mass market products and liaised with overseas contacts to procure lower production price points.
- Designed new style concept sketches complete with specs and buyer-friendly line sheets.

Talbots Inc. – New York, NY

**Associate Designer, Knits, 2006 to 2010**

*Aided in the creation and completion of the Talbots line of knits across seasons.*

Generated sketches and inspiration boards for initial design concepts, produced specs, compiled information on Web PDM, and created detail layouts. Collaborated in selection of seasonal fabrics, reviewed all samples for presentation approval, and sourced all trim materials. Reviewed all fittings and provided feedback to oversee compliance standards. Liaised with overseas contacts to enforce relations with international partners and vendors.

**Selected Achievements:**

- Consistently led each season with the best-selling knitwear design.
- Decreased overall production cost through utilizing resourced materials and modifying layouts.
- Earned a spot in the pilot group for supply chain management systems.

**Assistant Product Controller, Refined Sportswear & Blouses; Causal Sportswear, 2003 to 2006**

*Facilitated production control of Talbots refined sportswear, causal sportswear, and blouse lines across the seasons.*

Managed production control of the blouse department through making sure all needs and deadlines were met efficiently. Assisted with refined sportswear production needs. Compiled and submitted artwork for casual pieces to the legal department, provided feedback to design manager to achieve legal approval.

**Selected Achievements:**

- Streamlined workflow efficiency through maintaining the merchandise calendar and acting as the liaison between all parties involved in the development process.

## Educational Background

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### **Bachelor of Science in Fashion Merchandising Management**

SUNY Fashion Institute of Technology, New York, NY

## Technical Proficiency

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IOS, Microsoft Office; Adobe Illustrator; Igrafx Designer; Web PDM, Tradestone Software; Talbot's Supply Chain Mgt. (Raw material & color management system); MPS (AMC's Merchandise Processing System) E3Crisp (Inventory Program)