



EXPERIENCE

Freelance clientele: 2003 to Present

Textile Design: Torrid prints, Colette & Blue designed prints sold to Hanes, Carter's, ENC, Jantzen, Delia's, Sears, and more

Style Guides: Nickelodeon (Spongebob: textile+ graphic design), Mattel (Polly Pocket and Monster High: textile + graphic design)

Linesheets and Lookbooks: Artisan de Luxe (high end denim line sold at Fred Segal and Free People), also email design

T-Shirt Graphics: NASCAR, Giant Merchandising, Jakes Dry Goods (juniors, missy/contemporary, Hot Topic private label pitch)

Denim: Tyte Jeans & Fred David (juniors/missy denim brand: textile design, brand identity and packaging)

Fashion Trend Photography: *ElleGirl Magazine*, Klub TLC

Packaging Design: Halogen Design (packaging design for Circle Foods), Love Propagation (accessory packaging)

Editorial Illustration: *The Los Angeles Times* - children's illustration for their Kid's Reading Room section

Flyers/Gig Posters: UCI's radio station KUCI 88.9 fm (poster + program guide design), The Cave-In club at The Copper Door

Logo Design: KUCI 88.9fm, OC FASHION WEEK, Love Propagation, Food Riders of OCC

OC FASHION ASSOCIATION: Marketing Director/Co-Chair August 2010 - Present

Marketing Director/Co-Chair on the board of directors of OCFA. Art directed creation of marketing materials for OC Fashion Association and OC FASHION WEEK. Speaker on behalf of OCFA for OC FASHION WEEK and local colleges. Coordinated and assisted in curation of "Unseamingly OC: Fashion and Art Collide" art show.

MATTEL: Barbie Consumer Products Division July 2008 - July 2009

Senior Designer for Barbie Consumer Products: licensing Style Guides and special projects. Products include: apparel (t-shirt graphics, textile design, and accessory design. Collaborated with Marketing for special projects/pitches including product design for the flagship House of Barbie Shanghai store.

HINT + HIPPIE JEANS: Cygne Design March 2007 - July 2008

Graphic Designer for Hint Jeans (Juniors brand) and Hippy (Missy brand) sold mid-tier mass market and at boutiques. Designed private label projects for Kohl's Apt. 9 and JC Penney's Arizona Jeans. Designed back pocket embroideries, specialty embellishments, textile design, and brand identity (hardware, trims, etc). Trend research and showroom design.

OC GIRL (Four Seasons Design) December 2005 - March 2007

Graphic Designer for OC Girl (Girls 4-6x, Girls 7-16, and Juniors brand) sold mid-tier mass market. Also designed for licenses such as NASCAR and Fender. Designed t-shirt graphics, catalogs, sales presentations, packaging and accessories for gift with purchase program, and approved strike-offs for production in Mexico.

MELMARC (Driven Concepts, Inc.) October 2004 - September 2005

Creative Artist for Unionbay license (Juniors and Girls) sold at mid-tier mass market. Designed t-shirt graphics, developed specialty screenprinting embellishments with R&D department, created sample and production matrices, and approved strike-offs for production. Filled in as temporary Creative Director/Merchandiser for the Juniors and Girls division.

DRIVE INDUSTRIES DESIGN GROUP, INC. June 2003 - August 2004

Graphics/Web Designer for Maui & Sons licensee style guide (Juniors and Girls) as well as OP, Apparel Ventures, and other companies. Design experience included t-shirt graphics, converted flat sketches to CAD, designed and maintaining websites.

Exhibitions and Shows:

Exhibit fine art (acrylic, mixed media) at galleries (The Hive Gallery, Rothick Art Haus, The Promenade Gallery, The ARTery)
Original art, t-shirts, greeting cards at local indie craft shows (Patchwork, Handmade Brigade) + Etsy: <http://tangyfruitgirl.etsy.com>

SUMMARY OF TECHNICAL AND ARTISTIC SKILLS

Apparel Graphic Design: Graphics, Textile Design, Style Guides, Sample + Production Matrices, Trend Research

Print Design: Catalogs, Packaging, Brand Identity, Sales Presentations, POP, Hangtags. Lookbooks

Product Design: Designed Handbags, Cosmetics, Footwear, Jewelry, Hosiery, Skateboards

Fine Art: Illustration, Painting, Screen Printing

Computer Skills: MAC, Adobe Photoshop, Adobe Illustrator

EDUCATION

Associate of Arts Degree in Fine Arts, Orange Coast College, California (May 2000)

Fashion Design Certificate at Orange Coast College, California (December 2006)

BFA Illustration, California State University, Fullerton (Fall 2014)