

RUQAIYAH JOHNSON

An optimistic and visionary designer with over 11 years of experience in women's apparel and accessory design, with a demonstrated ability to conceptualize and deliver innovative and brand right product.

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DESIGNER - WOMEN'S DENIM SHORTS . SKIRTS . SOFT KNIT DENIM AMERICAN EAGLE . NYC . JAN 2018 - PRESENT

Research and identify trend directions.
Shop local, domestic, and international marketplaces for inspiration and product opportunities.
Plan the line according to style plans, sales needs and emerging trends.
Develop product, and marketing concepts for emerging categories or items.
Develop wash finishes, special trims and styling details.
Develop flats and sketches for all designs as part of a cohesive seasonal collection aligned with the brand's overall aesthetic and vision.
Prepare all necessary components for design presentations, such as sketch boards, proto reviews, and production meeting preparation.
Ensure product is being designed within cost parameters.
Work with suppliers on execution to make sure the elements fall within our cost targets.
Manage all overseas communication with sample facilities for sample execution.
Travel to overseas facilities to oversee sample development
Attend all development and production fittings.
Build strong cross-functional relationships with sales, production, tech, fabric R&D, CAD teams.
Adhere to time and action calendar.
Work closely with Director of Design, merchant teams and production teams in all aspects of product development.

DESIGNER - WOMEN'S BAGS ANTHROPOLOGIE . PHILADELPHIA . JAN 2017 - OCT 2017

Oversaw research and inspiration to create a cohesive concept each season.
Shopped local and domestic markets for emerging trends and shapes.
Prepared all necessary components for design presentations such as concept boards, sketch boards, proto reviews, and production meeting preparation.
Designed seasonal brand lines and oversaw product development with overseas partners.
Created original artwork and embellishments.
Managed overseas and local communication for sample development and bulk execution.

ASSOCIATE DENIM DESIGNER ANTHROPOLOGIE . PHILADELPHIA . OCT 2015 - NOV 2016

Researched market trends and inspiration.
Prepared and updated sketches, line sheets and BOMs.
Created technical sketches and supported creative leads on design development and presentations.
Developed artwork and worked on denim wash and wash comments.
Tracked, commented, and completed trim and fabric submitts.
Developed a strong cross-functional partnership with production, tech, merchandising, and CAD teams.
Managed communication with overseas and domestic facilities on pre-development and bulk development styles.

FOUNDER . CREATIVE DIRECTOR RUBY CHARLES . DALLAS . OCT 2011 - FEB 2015

Developed women's RTW and bridal collections.
Developed one-of-a-kind custom collections for private clientele.
Managed all stages of production with local factories and suppliers.
Sourced all fabric and trims for seasonal collections and custom clientele.
Managed all aspects of sales during market seasons with regional showrooms.
Worked as a freelance consultant for private label brands seasonal line development, brand identity, styling, and art direction.

SENIOR DESIGNER . HEAD PATTERN MAKER ABI FERRIN . DALLAS . AUG 2010 - SEP 2011

Developed concept direction for seasonal collections.
Developed sketches and flat patterns for seasonal collections and custom clientele.
Oversaw custom fabric print development for seasonal and capsule collections.
Supported production lead with product development, sourcing, and market seasons.
Researched market trends and inspiration.
Oversaw in house sample sewing room.
Managed and attended all fit sessions for seasonal collections and custom clientele.
Traveled domestically for trend research and private client fittings.

DESIGN ASSISTANT JASON WU . NYC . AUG 2008 - MAR 2010

Worked side by side with the creative director in fittings and draping sessions for seasonal collections.
Hand embellished runway samples for seasonal collections.
Supported the design team with sourcing trims and fabrics, organization, and pattern adjustments.
Supported sales team during market week.
Supported the production teams during sample and bulk development.

SKILLS

Wash Development . Destroy . Mend
Sketch . Artwork . Hand Dye . Fit . Pattern
Adobe Photoshop . Illustrator . InDesign
PLM . CAD . Concept

DESIGN AWARDS

Texas' Next Top Designer . DALLAS
Finalist . 2013

Kigali Fashion Week . KIGALI, RWANDA
USA Design Ambassador . 2013

PHILANTHROPIC WORK

DIFFA: Design Industries Foundation Fighting Aids . DALLAS
Donating Designer . 2012 - 2014

Institute for the Economic Empowerment of Women . DALLAS
Cultural Ambassador and Entrepreneurial Mentor . 2011 - 2013

EDUCATION

Fashion Institute of Technology . NYC
Bachelor of Fine Arts . 2009
Major . FASHION DESIGN
Concentration . KNITWEAR

Associate of Applied Science . 2006
Major . FASHION DESIGN
Concentration . CURRENT SCENE

Politecnico di Milano . MILAN, ITALY
Study abroad program . 2007 - 2008
Major . FASHION DESIGN
Concentration . KNITWEAR