

**SUMMARY**

**A design expert with fifteen years experience, well-traveled leader with the ability to work as an independent professional, motivate or lead a creative team to profitable outcome.**

**PERSONAL EXPERIENCE**

**NAFEESA MUQTASID DESIGN & DEVELOPMENT  
DESIGN COORDINATOR AND CONSULTANT**

**DECEMBER 2015 TO PRESENT**

*FREELANCE GIRLS/JUNIOR AND WOMEN'S DEVELOPMENT FOR SAMPLING and PRODUCTION*

Sample organization, development and execution for new product design using, sewing skills, Excel formatting, email communication, hand sketching and/or Adobe Illustration.

Follow-up on design details including fabric, wash and trim coordination for product label as directed by Designer's vision and direction

Communication to Pakistan, India, Vietnam and China clarifying details related to development and time management.

Evaluate samples upon arrival regarding requested details, production cost and consistency.

Offer an organic approach to product development offering an "extra hand" as needed for small business

**OLD NAVY/GAP INC.**

**SEPTEMBER 2014 TO OCTOBER 2014**

**DESIGNER GIRLS WOVEN BOTTOMS AND DENIM (FREELANCE POSITION)**

Product package development for new product design in PLM Design program

Organization of wardrobe and store display layout in CAD form for boards for team meetings

Follow-up on design details including fabric, wash and trim coordination.

Overseas communication to clarify any and all details related to design development

**JORDACHE ENTERPRISES**

**MAY 2013 TO NOVEMBER 2013**

**SENIOR DESIGNER WOVENS BOTTOMS ,OUTERWEAR and SPORTSWEAR TOPS**

Defined Jordache garment focus with research in market trends, consumer awareness and creative offerings.

Led the coordination of Canada product detail and line development including packaging and label design, which added a 30% profit growth to the Jordache line.

Execute Walmart process of line development, communication and presentation.

Maintain an in depth knowledge of collections, key investments, and high impact pieces.

Ensure a consistent fashion message across all product development channels

Organized fabric and fashion research from global sourcing for seasonally development product

Evaluated samples in the development process regarding brand identity and trending concepts

**TARGET CORPORATION**

**JANUARY 2013 TO MAY 2013**

**TREND ANALYST NEW YORK RETAIL REPORTS (FREELANCE POSITION)**

Enable Target's exclusive website which informs the company of existing and new places to shop.

Field research by neighborhood/area for associate's itinerary shopping research.

Suggested new product and concepts for Target Stores development.

Outlined areas for growth to continue Target's market knowledge and areas of expansion.

**INNO KNITS LLC****DECEMBER 2011 TO AUGUST 2012****HEAD DESIGNER** *GIRLS/JUNIOR, MISSY AND PLUS SPORTSWEAR LINES*

Established the development of 3 lines defining the consumer for InnoKnits and label identity  
Set the standard of communication and teamwork to aid production  
Translation of trends into seasonal looks that are relevant and inspirational for core customers  
Led the creation of the brand identity-using trend, color, fit and the creation of presentation boards.  
Maintaining fabric swatches; processing and tracking market samples  
Directed overseas communication regarding tech packs, package development and sourcing.  
Supervised the assessment of all samples for sales and brand definition.

**JC PENNEY CORPORATION****AUGUST 2005 TO MAY 2011****DESIGNER** *JUNIORS DENIM, WOVEN BOTTOMS, SPORTSWEAR AND OUTERWEAR***Recipient of the JC PENNEY CHAIRMAN'S AWARD for 2007 and 2008**

Guided the advancement of the Arizona line, being responsible for the most profitable denim line in the industry for 2007 and 2008 with sales in the top 10% of JC Penney's.  
Traveled 6 times per year to Europe and Asia studying trend information including silhouettes, washes, trim, and design details, which was then shared with the entire design team.  
Provide specific direction on execution of sales sample details to ensure highest quality aesthetic.  
Strategize a view of the business market to gain knowledge of floor sets, key pieces and go forward development for Arizona as a full brand.  
Managed and maintained strong partnerships with the other departments in production, technical design, merchandising and buyers  
Assess all garments in fit from first sample through to final production. [I have also been called upon to evaluate concerns in the production line].

**JORDACHE ENTERPRISES****JANUARY 2005 TO JULY 2005****DESIGNER** *JUNIOR AND GIRLS GRAPHIC TEES, WOVEN BOTTOMS AND DENIM*

Organized FUBU and US POLO sample and production focus with research in market trends, development in creative lines and follow-up on production line.  
Coordination of line development including packaging and label design,  
Organized fabric and design research for seasonally development product  
Evaluated samples in the development process regarding brand identity and trending concepts

**SKILLS**

Hand sketching  
Adobe Illustrator  
Adobe Photoshop  
Microsoft Word  
Microsoft Excel  
Wed PDM  
Flex PLM

**EDUCATION****FASHION INSTITUTE OF TECHNOLOGY, STATE UNIVERSITY OF NEW YORK**

Associate of Applied Science in Fashion Design  
Associate of Applied Science in Fashion Merchandising  
Bachelor of Science Program in International Trade

**PARSONS SCHOOL OF DESIGN**

Certificate Program of Fashion Designers and Portfolio Organization