



COBBY ROWAN

APPAREL DESIGNER

<http://www.cobbyrowan.com>



920-319-6881



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Milwaukee, WI

Self motivated, creative, Fashion Designer with 8+ years of experience with the following skills:

- + Leads seasonal design direction from brainstorm to production with an eye for color & art balance and merchandising skills
- + Effectively prepares and presents trend, mood, fabric, and silhouette concepts
- + Collaborative partner to art, merchant, production, and technical design cross-functional teams
- + Highly experienced with Adobe Illustrator technical flat sketching and Photoshop editing
- + Ability to put together line sheets, tech packs, and pass information effectively through PLM systems
- + Knowledgeable of numerous fabrications and when to use embellishments, graphic, and print and dye techniques to provide best value products to the customer
- + Prioritizes upcoming workload for the team maintaining a good understanding of calendar, deadlines, and time management
- + Motivated by mentoring, training, and developing others

EDUCATION

November 2022

UX/UI Certificate

University of Minnesota

May 2014

BS Textile & Apparel Design

University of Wisconsin - Madison

Madison, WI

Certificate in Entrepreneurship

March 2012

AA Fashion Design

Fashion Institute of Design and Merchandising

Los Angeles, CA

Cum Laude Graduate

Spring 2009

London College of Fashion - London, UK

Study Abroad Design Course

EXPERIENCE

Sept 2014 - Present

Kohl's

Menomonee Falls, WI

Associate Designer

- Jumping Beans Toddler/Kids

2019 - Present

- + Responsible for driving brand clarity while designing into a specific category with relevant assortments for the target customer
- + Compiles and edits market and trend research to drive product direction and takes a solution based approach, managing up actions to accomplish design challenges and goals with Designer/Sr. Designer
- + Completes pre-season research and development packages for the area of ownership
- + Owns, builds, and updates tech packs and PLM trim sheets
- + Influences merchant partners on product assortment by presenting designs both in person and virtually during working sessions, providing constructive and tactful input to expand beyond status quo
- + Interacts and develops relationships with the cross-functional teams to streamline process and drive operational excellence
- + Displays leadership managing, mentoring, and training interns and new hires

Assistant Designer

- Jumping Beans Infant/Baby

2015 - 2019

- Sonoma Kids (4-7 Age Range)

- + Compiled market and trend research via online and local shopping to present to Designer and aid in seasonal inspiration and competitor insights
- + Developed research & development packages and ensured information was entered accurately into product lifecycle management system (PLM) for vendor execution
- + Communicated effectively with cross-functional team members and vendors on line updates and maintaining deadlines
- + Supported meeting brainstorm, preparation, and tear down including room set up, sample organization, and creating presentation boards
- + Continued to create tech packs, trim sheets, and line CADs with increased efficiency

Design Assistant (Contractor)

- Children's Department

2014 - 2015

- + Developed design packs, future silhouettes, and print colorways utilizing Adobe Illustrator and Photoshop
- + Maintained Excel trim sheets and style number trackers
- + Organized fabric reference numbers and swatches sent for vendor reproduction
- + Updated current line CADs with modified artwork, colors, and information
- + Created seasonal concept boards including trend and color inspiration and competitor shopping samples

Aug 2012 - Nov 2012

Tulle

Rancho Dominguez, CA

Assistant Designer

- + Measured samples for fittings and shipment approval
- + Designed garment technical sketches and sample requests using garment specs
- + Responsible for styling, steaming, and assisting with photo shoots
- + Updated product information, photos, and inquiries using digiSHOP e-commerce software