

ANNIE BUNNIE

APPAREL CONCEPT + DIRECTION + DESIGN

Director level designer with 20+ years industry experience in Concept, Apparel Direction & Design, Color and Trend. Brand Visionary.

Motivated and inspired by simplicity in design, innovation with purpose, volume, proportion and fit. Creating balance between modernity and familiarity. Curating color & pattern to encompass a full range of products that are complimentary, and consumer right. Developing a good/ better/ best design ethos. Edit to amplify.

Well versed in team building, white space ideation, mentoring, and problem solving. Positive and funny, I bring spirit fingers to the design table.

CONTACT



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SKILLS

design direction	cads and sketching
creative concepting	croquis illustration
apparel design	tech packs
brand dna	garment construction & fit
trend forecasting	fabric & materials
collab + VIP design	trims + labeling dna
color design 2D / 3D	adobe creative suite

EDUCATION

PRATT INSTITUTE

Bachelor of Fine Arts, Fashion Design

LINKED IN LEARNING

Online Course: Impromptu Speaking

Online Course: Building Resilience

Online Course: Having Difficult Conversations

REFERENCES

Available upon request

EXPERIENCE

ATHLETA SWIM

AllProPPS Freelance Senior Swim Designer 7.2022 – 9.2023

- _Research, concept and design core and novelty sport swimwear that resonates simplicity, modernity, function and sustainability.
- _Focus on building foundation franchises, new core silhouettes and inclusivity and diversity in product offering.
- _Maintaining sketches, detailed tech packs, croquis illustrations, working with cross functional team across multiple seasons.

ATHLETA x ALICIA KEYS

Freelance Collab Concept + Apparel Designer- AllProPPS 6.2022 – 9.2023

- _Concept and design of pinnacle Alicia Keys collab collection of bras, tights, sport leisure, lifestyle, swim and resort apparel.
- _Illustrated cads & key outfitting and layering look croquis.
- _Created and maintained key ideas, research, VIP presentation decks.

ATHLETA COLOR

Freelance Color & Trend Designer- ProUnlimited 2.2021 – 6.2022

- _Color mood, palette creation and management of seasonal tools.
- _Created and maintained AI swatch palettes, sketching guides and toolkits, presented zoom tutorials and onboarding to designers.
- _Designed Athleta Girl croquis and Maternity croquis for diversity, age representation, and size inclusivity.

STIO MOUNTAIN

Freelance Concept/ Trend Designer, Apparel Design 4.2012 – 2.2022

- _Trend forecasting decks, market shop for brand vision, color, print pattern, graphic, print and plaid concepts.
- _Apparel design of 2.5 layer outerwear, merino baselayer, insulated fleece, softshell collection, active train/ run, outdoor mountain lifestyle for women and men.

ADIDAS ADVANCED CONCEPTS

Freelance Senior Apparel Concept Designer 1.2018 – 11.2018

- _Set design dna for women's future state & roadmap innovation.
- _Designed, Illustrated, and fit premium bra and tight collection.
- _Elevated focus on unique silhouettes, obsessed details, advanced fabric development, bonding techniques and precision fit.

ICEBREAKER MERINO

Freelance Senior Apparel Designer- Creative Capital 5.2017 – 12.2017

- _Concepted and designed lifestyle "city" collection of tees, midlayer, and outerwear for performance merino wool brand.
- _Created from concept to garment fit: concept decks, fashion illustrations, sketches, color, and full tech packs.

NIKE YOUNG ATHLETES

Freelance Senior Apparel Designer, Young Athletes- Aquent 5.2016 – 1.2017

- _Set strategic vision to elevate the lens of sophistication and design dna for youth performance apparel. Focus on eliminating the "shrink it and pink it" approach in girl's apparel through elevation of layering, proportion, bold graphics, and textured fabrics.

WILSON TENNIS

Freelance Design Director, Apparel Design 6.2012 – 1.2015

- _Reset brand dna and ethos to capture new younger customer base with bold colors, graphics, and trend relevant silhouettes
- _Created innovative designs built for pinnacle performance
- _Led apparel design team and freelance graphic and print teams.

NIKE TENNIS

Global Senior Apparel Designer, Women's Tennis 5.2010 – 11.2011

- _Designed elite on-court attire for Serena Williams, Maria Sharapova, Victoria Azarenka and Li Na including Grand Slam attire.
- _International and domestic travel for market research, concept.
- _Presented designs, samples, color chips, and in person fit on VIP's.

L.A.M.B. + HARAJUKU LOVERS / GWEN STEFANI
Design Director, Head Apparel Designer 2.2003 – 10.2005

- _Led & mentored NYC team of apparel, graphic, & print designers.
- _International travel, market research, and all VIP communication.
- _Designed pinnacle contemporary women's collection for L.A.M.B. and pop inspired streetwear brand Harajuku Lovers.