

# ANNIE BUNNIE

## PRODUCT CREATIVE DIRECTOR

### CONTACT / ABOUT ME

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Website: [www.annie-bunnie.com](http://www.annie-bunnie.com)

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Born and raised in the Pacific Northwest, I received my BFA from Pratt Institute in Fashion Design. I have grown my consultancy business across multiple states, from director roles to concept and apparel design. I am an artist, avid painter, and wanderer on adventures in my vintage fiberglass trailer. I am an animal rescue advocate, and romp near and far with my new rescue pup Brimley.

### PROFESSIONAL SUMMARY

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Creative Director with 20 plus years of leading industry experience. Skilled in building overarching vision, storytelling narratives, building brand DNA and energy concepts. Proven in leading and mentoring teams with enthusiasm, drive, shared collaboration, and clarity in processes. I believe in leading by example, building team trust, fostering a creative "safe space" environment to brainstorm, ideate and share. Skilled at prioritizing key dates and gates, and the ability to pivot with change. I specialize in on-athlete design, celebrity collabs, and apparel design across sport performance, tennis, golf, outdoor, athleisure, lifestyle and swim. Here to stir the pot, disrupt the ordinary, and bring unique perspectives to the collective table.

### EXPERIENCE: CREATIVE AND DESIGN DIRECTION

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#### **Voll3y Pickleball | Freelance Creative Director 5/24- 11/24**

- Established ground up brand initiatives and ethos for startup pickleball brand, embracing a fun, commercial court-to-street aesthetic with inclusive sizing for men and women.
- Pitched and created Voll3y brand DNA, including name and logo design.
- Designed all apparel including color, print, and graphic design.

#### **Alondra Park Golf | Freelance Creative Director 8/22 - 9/23**

- Developed brand strategy and overarching direction for new startup golf meets streetwear brand.
- Directed graphic designers to create brand right logos and apparel graphics.
- Designed all apparel and accessories from concept, color, trims, prints, to final fit.

#### **Nixon | Freelance Creative Director 5/13 - 5/16**

- Creative Director over team of watch, softgoods, accessories and apparel designers.
- Led seasonal vision across multiple complex trend themes, curated compelling mood boards.
- Led in-house white space ideation sessions, including team offsite design direction.

#### **Nikita | Freelance Creative Director 9/14 - 3/15**

- Joined Nikita to develop new brand design DNA strategy roadmap for c-suite execs.
- Curated overarching seasonal narratives, in-depth trend research, developed materials, color, print and graphic direction for snowboard & lifestyle collection.
- Led, mentored and engaged team of apparel, print, graphic and tech designers.

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### EXPERIENCE: CREATIVE AND DESIGN DIRECTION CONT'D...

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#### **Wilson Tennis | Freelance Creative Director & Head Designer 11/11 - 10/14**

- Led overarching vision and strategy for tennis, badminton, and SMU categories for men and women.
- Managed and mentored team of designers in apparel, print, and graphics, and collaborated with international footwear teams.
- Launched brand initiatives targeting younger teen and college age consumer base with in-depth research and teen player focus groups.
- Innovated women's internal bra support systems and strap support construction.
- Implemented large scale logos for on-court visibility and brand statement.
- Enhanced garment innovation and comfort with bonded seams, advanced stretch materials, expert range of motion, breathability, and fit, all made to move.
- Used speed driven prints, bold dimension in color language, and younger, on trend silhouettes, while staying true to Wilson's classic heritage brand aesthetic.

#### **L.A.M.B. & Harajuku Lovers by Gwen Stefani | Design Director 2/03 - 10/05**

- Directed ethos and creative vision on contemporary high-end fashion line L.A.M.B. and Japanese pop culture streetwear collection Harajuku Lovers for women, men, youth and baby.
- Instrumental in establishing branding, direction for photoshoots and lookbooks, logo use on premium trims and hangtags, elevated internal silk labels, obsessing the details.
- Led team of apparel designers, graphic designers, freelance illustrators and fine artists.
- Designed L.A.M.B. collection with premium materials including cashmere, silk, and wool.
- Designed colorful anime pop culture line for Harajuku Lovers with lyric driven juniors streetwear.

### EXPERIENCE: APPAREL DESIGN

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#### **League One Volleyball LOVB | Freelance Conceptual Designer 3/24 - 9/25**

- Creative direction, brand DNA, design strategy and overarching vision for US women's professional volleyball league's fast growing apparel and accessories brand.
- Shopped trend markets, set apparel narratives, and designed performance lifestyle off-court apparel.

#### **Athleta | Contract Sr Swim Designer 7/22 - 9/23 & 2/24 - 3/24**

- Contract for Athleta through AllsourcePPS.
- Created future swim concept innovation including designs for wild swim, surf, and SUP.
- Designed inline swim collections across multiple seasons focusing on function and performance, material innovation, inclusivity, bra support systems, and unique strap constructions.

#### **Athleta X Alicia Keys | Contract Sr Collab Designer 6/22 - 9/23**

- Contract for Athleta through AllsourcePPS.
- Curated trend research, visionary deck presentations for design leadership and vip.
- Designed pinnacle collab for Alicia Keys featuring sleek, timeless and beautiful bras, tights, lifestyle, resort and swim.

#### **Athleta | Contract Color & Trend Designer 2/21 - 6/22**

- Contract for Athleta through ProUnlimited.
- Identify concepts, mood, print direction and seasonal palette for all categories.
- Led company Illustrator tutorial classes for design and developed color team onboarding decks.

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### EXPERIENCE: APPAREL DESIGN CONT'D...

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#### **Stio | Freelance Sr Concept & Trend, Apparel Designer 4/12 - 2/22**

- Trend, concept and design for outdoor mountain and lifestyle apparel brand based in Jackson, WY.
- Developed future focused trend, vision and mood, color, design, and print expression.
- Created elevated and premium collections for outerwear, merino baselayer, apres, & lifestyle.

#### **adidas | Contract Sr Advanced Concepts Designer 1/18 - 11/18**

- Deep dive research and innovation for performance sports bras and leggings.
- Function and craft techniques for bonded internal support structures, seamless textures, pinnacle stretch materials, internal waistband executions and pocketry storage solutions.

#### **Nike Young Athletes Design | Contract Sr Apparel Designer 5/16 - 1/17**

- Contract for Nike through Aquent.
- Set seasonal vision to elevate the "lens of sophistication" for youth and kids from the old "shrink it and pink it" method, to stealth driven silhouettes with bold monochromatic color stories, hybrid mash up materials and textures, and unexpected placement of oversized logos and trims.

#### **Nike Tennis | Global Sr Apparel Designer 5/10 - 11/11**

- Set the vision, direction, and designed for professional athletes Serena Williams, Maria Sharapova, Victoria Azarenka (first women's grand slam title in shorts!) and Li Na.
- Designed silhouettes, color palette, and embossed print for Serena's 2012 Olympics on court outfit.
- Applied Nike ethos strategies ensuring aesthetic, innovation, speed, power and confidence.
- Designed both global and inline apparel lines including promo only on-athlete designs.
- Expert garment construction, material, and fit knowledge.
- Collaborated with leadership, cross functional triad teams, and mentored Designer I.

#### **adidas | Sr Collab Apparel Designer: Neo x David Beckham 5/08 - 4/10**

- Trend direction, concept and apparel design for adidas Neo division for young men.
- Designed collection centered around casual California sport vibes, featuring lifestyle apparel from outerwear, sweaters, fleece and tees, cargo bottoms, scarves, hats and belts.
- Directed and developed material stories featuring ombre dip dye plaids, fabric appliques and oversize collegiate inspired graphics.
- Presented designs, samples, and concept decks directly to David Beckham.

### SKILLS

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- Creative Direction • Design Direction • Apparel Design • Leadership • Mentoring • Team Building
- Creative Concepting • Narrative Storytelling • Brand Development • Trend Forecasting • Sustainability
- Advanced Innovation • Crafted Construction • Garment Fitting • Sketching and Croquis Illustration
- Adobe Creative Suite • Ai • 3D V-Stitcher

### REFERENCES

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- Available upon request.