

HILDA COLLINS

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About:

I am an experienced Fashion Designer with an extensive background in product development for all categories, managing teams of creative individuals as well as creating and growing brands from concept to reality. Applying my passion and creative drive for apparel design I have developed a proven sense for color, trend forecasting, styling, fit, and a deep level of customer understanding.

SKILLS AND ABILITIES

- Effectively builds strong relationships with cross functional teams.
- Creates and Implements business strategy, process and procedures for growing departments.
- Clear and effective presentation, written and verbal communication skills.
- Understanding of Operations, Supply Chain, and Manufacturing.
- Strong problem-solving skills, time management along with ability to multi task and prioritize.
- Ability to independently work on multiple categories and seasons simultaneously.
- Proficient in Photoshop, Illustrator, Web PDM, PLM Systems, InDesign, Word and Excel.
- Sketch by hand or on computer.

Experience:

Freelance Apparel Designer August 2020-Present

- Works with various overseas and domestic companies on execution of product development, brand building, design and creative business planning.

Fashion Trend Analyst

Tilly's Inc. Irvine, CA - Aug 2019-April 2020

- Forecasted, researched and interpreted seasonal fashion and color trends.
- Leads trend presentations and created reports, including mood boards, visuals, outfit displays, shopping reports, color palettes and design direction.
- Worked closely with the buying team on product development, sketches, print, color-ways and aligning ideas into groups to create stories.

Senior Designer

Woven, Knit Tops, Sweaters & Active

Torrid Inc. City Of Industry, CA 09/2008-07/2018

- Designed and Directed seasonal collections by leading a team of Designers in developing on-trend designs that enhanced profits and achieved business requirements with positive sales outcome.
- Supervised fittings and the execution of production to ensure brand standards while meeting development and production calendar deadlines.
- Collaborated with Merchants to approve final assortment of designs, produce cohesive product, meet merchant line plans, assortment strategies, and overall creative direction.
- Developed and approved print, graphics, embroidery, artwork, strike-offs, handlooms, fabric and trim selections for various categories.
- Regularly shopped and researched emerging trends, fashion shows, competitors and print studios.

- Identified and presented future business opportunities, department objectives, marketing opportunities and design concepts to The C.E.O, President, Merchants and Creative Design Director.

- Traveled overseas for production, development, sourcing, inspiration, textile and factory visits. (China, Korea, India, Vietnam, Cambodia and Europe).

Associate Apparel Designer

Forever21- Los Angeles, CA 09/2001-08/2008

- Contributed in the development and execution of the Heritage 1981 brand and Design Department by assisting Department Managers on assigned daily tasks and throughout entire design and product development process.
- Designed knitwear products and partnered with Designers to create storyboards, color palettes for each season.
- Assorted, approved and corrected all imported production lab-dips.
- Sourced all trim and fabrics for Design Department.
- Translated hand sketches into technical packages with illustrations, garment construction, specs, design, fabric and trim details.

Professional Development

Advanced Work Course - Apparel Design (Dec/2003-Jun/2004)
Beverly Hills Design Institute / Sonia Été Founder & President