

CHRIS DOERR

NEW YORK BASED
FASHION DESIGNER

Delivers High Level Creativity with Real World Sensibilities

A creative, enthusiastic, and optimistic design leader with a demonstrated history within the apparel & fashion industry, specializing in Missy Sportswear. Has a deep understanding of entire design cycle from concept through production. Expert in Concept Direction - Trend, Print, Color, and Fabrication. Designs high sell through product at accessible price points with a core belief in storytelling and captivating brand identity & expression.

*CONTACT

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EDUCATION

Pratt Institute

Bachelor of Fine Arts - Fashion Design

Brooklyn, NY

SKILLS

Adobe Illustrator

Adobe Photoshop

Microsoft Excel

Powerpoint

Outlook

BeProduct

DESIGNS FEATURED AT

Bloomingdales	Macy's
Dillard's	Ross
Lord & Taylor	Steinmart
Von Maur	Burlington
Bon Ton	BJ's
Versona	Meijer
Nordstrom Rack	Stitch Fix
TJ Maxx	Bealls Outlet
Marshall's	HSN
Winners	Shop NBC
Belk	Avenue

EXPERIENCE

Head Designer - Cupio *Meridian Brands LLC*

MAR 15 - PRESENT

Director of 18 million dollars of business within Cupio & Cupio Blush labels, designing elevated fashion and key item programs. Reports to SVP of Design and Merchandising. Promoted twice to ultimately oversee a multifaceted collection of cut&sew knits, blouses, soft wovens, denim, and athleisure.

- Manage seasonal concept direction by producing print and color palette, styling within merchandising strategy, and drawing technical flat sketches
- Interpret seasonal fashion direction, assortment opportunities, and merchandise trends
- Design into groups by category of business, introducing viable styling in new body designs
- Shop competitive and aspirational retail and markets for new product opportunities, trend ideas, and design inspirations
- Produce cohesive product presentations, including boards, tear sheets, and samples
- Execute line plan based on analytics, sales needs, and emerging trends, ensuring product is designed within cost parameters

Associate Designer - Grace Elements *Republic Clothing Group*

MAY 08 - NOV 14

Designed and managed missy career label Grace Elements, consisting of coordinated separates and knit dressing. Collaborated with Design Director on all stages of product development. Refined and cultivated skillset in color/print direction, trend analysis, and technical design. Managed development and execution of tech packs with full specs, Illustrator sketches, and design layouts.

- Responsible for trend and design research, competitive analysis, and development concepts
- Created detailed technical flat sketches with Adobe Illustrator
- Presented collection to sales and merchandising teams prior to each market week
- Daily communication with overseas vendors and follow up throughout all stages of development
- Administered comments for labdips, strike-offs, sample yardage, and proto fittings.
- Created and distributed color cards, fabric charts, linesheets, and sales sample requests
- Maintained extensive color library for corporate palette across all brands and divisions

Freelance Designer - Plus Size Casual *Avenue Stores, LLC*

APR 08 - MAY 08

Freelance Designer - Junior Woven Tops *Andrew & Co*

NOV 07 - DEC 07

Freelance Designer - Junior Cut&Sew *The Vanity Room*

SEP 07 - NOV 07