

PROFESSIONAL PROFILE  
**MICHAEL NEWBERRY**

9 4 9 - 8 4 2 - 9 7 0 4  
jmnnew@icloud.com

mjncreativdesign.com

I'm a multidisciplinary Design Director and hands-on graphic and apparel designer with 25+ years of experience. I have a proven track record of success building brands and launching market-ready programs in close collaboration with executives, clients, and design/production teams. I translate strategy and consumer insight into cohesive creative systems, brand collateral, logo systems, graphics, apparel collections, and campaign storytelling with clear ownership from concept through launch. I deliver relevant creative vision on budget and on schedule to market. My work spans global brands including Adidas, Reebok, Target PL, P.J. Salvage, and Disney, where I've served as the lead/primary designer driving launch-ready assortments and brand presentations. My design approach is grounded in consumer profiling, trend and marketplace research, and brand alignment, with accountability for high standards across every touchpoint from brand concept and apparel design to art-directed photoshoots and catalog design, line sheets, prints/textile art, CADs, trims, fittings, and overseas vendor coordination ensuring the final product is precise, on-brand, and commercially successful.

**GRAPHIC DESIGN**

- Professional Creative Graphic Design
- Brand Management & Design Direction
- Brand Development & Launch
- Consumer Profile Development
- Art Direction & Photo Shoot Management
- Sales Collateral & Marketing Design
- Printed & Digital Media Production
- Social Media Campaign Design
- User Interface Designer
- MAC iOS With Adobe Design Software

**CORE COMPETENCIES**

**APPAREL DESIGN**

- Mens & Womens Apparel Design
- Men's Swimwear Design Specialist
- Line Guides & Presentation Boards
- Trend Forecasting & Seasonal Direction
- Seasonal Color Palette Development
- Textile Print Design & Placement Print Design
- Private Label Program Development
- Trim & Garment Design & Development
- Fittings & Production Partnership
- Overseas Vendor Collaboration

**CAREER HIGHLIGHTS**

**2021-2025**

**Independent Contract Work - Oahu, Hawaii**  
*Graphic Designer, Design Direction, Brand Consultant*

**2015-2020**

*Mens Design Director;*

**A&H Sportswear / Longevity Brands LLC**

I created the brand concept and launched **AQUA TECH**, delivering complete seasonal mens swim assortments across silhouettes, engineered print systems, trims and sales/marketing collateral that achieved strong in-market performance and high sell-through. I led **Reebok** mens swim across multiple seasons with end-to-end ownership from concept through production including all textile and graphic development, logo applications, and sales-ready line presentations driving high sell-through and real-time marketplace success. In parallel, I designed **Target PL** Mens Swim using disciplined, scalable color/print systems that balanced trend-right fashion with core essentials for retail clarity, fast seasonal turnover, and high-volume sell-through, while partnering through fittings and overseas manufacturing coordination to deliver on-calendar, cost-competitive product.

**2009-2015**

*Mens Senior Designer;*

**Manhattan Beachwear / mbwswim.com**

I designed and launched **ADIDAS** mens swim and beachwear for the U.S. market, owning the end-to-end initial launch and five consecutive years of seasonal assortments, and driving strong in-market performance and high sell-through. I also led the design and launch of **Sperry Top Sider** mens swim and lifestyle collections, translating brand DNA into cohesive, production-ready programs across garment design, engineered print/graphic systems, trims/branding, and sales-ready line presentations, resulting in successful launches and consistent sell-through. In parallel, I produced original textile artwork and print systems for multiple in-house and licensed brands supporting broad mens and womens swim classifications, and delivered graphic design across hangtags, packaging, posters, magazine advertisements, and trade-show booth environments. I additionally created the early brand DNA for **Bikini Lab**, establishing the foundational aesthetic direction for a fashion-forward juniors swim concept tied to trend, music, and youth culture.

**2001-2008**

**Loomworks Apparel, Inc. / P.J. Salvage**

*Art Director Of Disney division- Apparel Designer-Graphic Designer;*

I designed and launched the **Walt Disney Signature** men's and women's sleepwear/loungewear program for broad distribution across **Disney Stores, Disney Resorts, and Disney Catalog**, including placement in the **Victoria's Secret**, delivering strong in-market performance and sell through. I developed seasonal licensed capsules leveraging archival **Vintage Disney** and key film franchises; **The Nightmare Before Christmas, Pirates of the Caribbean, Cars**, and additional releases translating character storytelling into fashion-forward assortments with cohesive textile print and graphic systems and production-ready execution. In parallel, I designed **P.J. Salvage** fashion capsules and private label programs distributed through premium department and specialty retail, and produced key account SMU capsules for **Tilly's, Charlotte Russe, and Kohl's**, supporting commercially scalable collections with consistent sell-through performance.

**2000-2001**

**Independent Contract Work — OC & LA Counties, CA**

*Placed through creative representation;* I completed contract engagements with multiple advertising agencies and early dot-com startups across Orange County and Los Angeles, contributing as a designer/art director on brand-transition and campaign initiatives for national accounts, including the **Burger King** brand update and work supporting **California Lottery** and **Cuervo Gold**. In parallel, I partnered closely with webmasters and programmers as a user interface designer for emerging e-commerce platforms while also developing logo systems, brand identities, and integrated marketing materials across print and digital.

**1995-2000**

**Snowmass Apparel, Inc.**

*Graphic Designer → Art Director ;* At Snowmass Apparel I advanced from Graphic Designer to Art Director, supporting multiple ski and snowboard brands through end-to-end seasonal catalog and brand presentation. I partnered with the apparel design team to translate sketches into clean CADs and delivered the full suite of supporting assets, hangtags, labels, line guides, trims, and marketing materials to ensure consistent product storytelling. As Art Director, I managed photo shoot productions, model casting, photographer coordination, shot lists, directed on-set execution, and oversaw print production through vendor management, printer contracting, and on-press checks to maintain quality and consistency.

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BRANDS DESIGNED COLLECTIONS FOR:



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RETAIL STORES DESIGNED PRIVATE LABEL FOR:



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DESIGNS SOLD IN BRICK AND MORTAR RETAIL STORES AT:

Bloomingdale's

Saks 5th Avenue

Tilly's

Marmaxx

Macy's

Fred Segal's

MaxRave

T.J. Maxx

Nordstrom

Loehmanns

Charlotte Russe

Stein Mart

Target

Bealls

Dillard's

Stage Stores

Kohl's

Burlington

Soma

Ross

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## CAREER TIMELINE

2021-2025

Independent Contract Work Oahu, Hawaii  
*Graphic Designer, Design Direction, Brand Consultant*

2015-2020

A&H Sportswear / Longevity Brands LLC, / swimusa.com  
*Men's Design Director* REEBOK TARGET-PRIVATE LABEL AQUA TECH

2009-2015

Manhattan Beachwear / mbwswim.com  
*Mens Swim Designer* ADIDAS SPERRY TOP SIDER KENNETH COLE

2001-2008

Loomworks Apparel, Inc. / P.J. Salvage  
*Art Director OF Disney / Apparel Designer, Graphic Designer* DISNEY P.J.SALVAGE PRIVATE LABEL

2000-2001

Independent Contract O.C. & L.A. California  
*Graphic Designer / User Interface Designer, Design Direction, Brand Consultant*

1995-2000

Snowmass Apparel, Inc.  
*Graphic Designer → Art Director* HEAD SPORTSWEAR CB SPORTS KAYLEN SKI AIRWALK

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## EDUCATION

1993-1994

University of California, Irvine (UCI)  
Certificate Program, Computer-Aided Graphic Design (Adobe Software)

1991-1992

Arizona Art Institute  
Graphic Design and Marketing

1989-1990

Otis Parsons School of Design, Los Angeles  
Fine Arts