

Men's Swim Design Director with extensive experience developing branded and private label swim programs across Adidas, Reebok, Sperry Top-Sider, Kenneth Cole, AquaTech, and Target. Proven track record launching U.S. market beachwear collections and building scalable swim assortments grounded in disciplined color stories, engineered print systems, and repeatable silhouettes. Lead end-to-end execution from consumer profile and trend direction through textile development, CAD layout, trims, fittings, overseas production partnership, and retail launch support.

GRAPHIC DESIGN CORE COMPETENCIES APPAREL 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
- 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

1995-2025

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 designed/ launched the AQUATECH men's swim line, delivering complete seasonal assortments across garments, textile art, trims, and supporting sales/marketing collateral. I designed the Reebok mens swim line for three seasons, owning end-to-end product design and execution from concept to final production, In addition to designing all print, and trims. I also designed and developed Target Private Label men's swim collections built for clear retail readability, fast seasonal turnover, and high-volume sell-through balancing fashion forward prints and modern color with core, traditional swim essentials across repeatable silhouettes and disciplined color/print systems. Across programs, I supported concept-to-production execution including trend/seasonal color direction and production handoff through fittings and overseas manufacturing coordination to ensure timely, cost-competitive delivery.

2009-2015

Mens Senior Designer;

Manhattan Beachwear / mbwswim.com

Designed and launched ADIDAS Men's beachwear collections for the U.S. market. Designed and launched Sperry Top-Sider mens swim and lifestyle collections for the U.S. market, all garment design, textile/graphic development, and trim execution across all mens seasonal assortments, translating brand DNA into cohesive, production-ready swim programs. Developed additional textile print artworks for multiple in-house and licensed brands, supporting broad seasonal Mens and womens swim classifications. Contributed graphic design - hangtags, packaging, posters, magazine advertisements, and trade show booth environments. Participated in early concept and brand DNA development for Bikini Lab, establishing foundational aesthetic direction.

2001-2008

Loomworks Apparel, Inc. / P.J. Salvage

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

Designed and launched the Walt Disney Signature women's and men's sleepwear and loungewear program for the global market, including placement in the Victoria's Secret catalog. Developed seasonal collections for Disney Resorts, Disney Catalog, and Disney Stores, leveraging licensed and archival character assets including classic vintage Disney, Nightmare Before Christmas, Pirates of the Caribbean, Cars, and additional franchises. Designed P.J. Salvage sleepwear & loungewear capsules distributed through premium department stores and specialty retailers, including Bloomingdale's, Macy's, Nordstrom, and Saks Fifth Avenue. Produced private-label capsule collections for key accounts including Tilly's, Charlotte Russe, and Kohl's.

2000-2001

Independent Contract Work — OC & LA Counties, CA

Placed through creative representation; Contract work with multiple advertising agencies and.com startups Team, designer and art director for brand transition campaign initiatives for national accounts. As part of the creative team on the Burger King brand update. Work Including produced design for California Lottery, Cuervo Gold, and additional agency clients. Dot com start-ups; Collaborated with webmasters and programmers as user interface designer, also developing logo systems, brand identities, and integrated marketing materials across print and digital platforms.

1995-2000

Snowmass Apparel, Inc.

Graphic Designer → Art Director ; Designed and produced seasonal ski and snowboard apparel catalogs for Head Sportswear, CB Sports, Kaylen, O.P and Airwalk. I began my apparel career as a Graphic Designer and advanced into an Art Director role overseeing seasonal catalog production and brand presentation. I led end-to-end catalog execution including art direction and photo shoot management, vendor coordination, printer contracting, and on-press checks to ensure quality and consistency. In parallel, I designed supporting brand assets—hangtags, labels, line guides, and garment trim graphics contributing to key launches including the Sport Keiland ski program.

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

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

BRANDS DESIGNED COLLECTIONS



RETAIL STORES DESIGNED PRIVATE LABEL



DESIGNS SOLD IN BRICK AND MORTAR RETAIL STORES

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