



JAMESON WHITLEY

Fashion Designer

Senior designer with 12 years across outerwear, technical knits, and performance basics. Have built categories from scratch, rebuilt a fit block library, and led teams of 4 to 7 designers. Equally at home in a mill in Como and a Zoom fit session with Vietnam.

Contact Information



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Portland, OR 12345

Education

BFA, Fashion Design, Rhode Island School of Design, 2013

Certificate, Sustainable Fashion Design, Parsons School of Design, 2019

Key Skills

- Outerwear and technical knit design
- Fit block development and pattern correction
- Tech pack authoring in PLM (Centric, Flex PLM)
- Adobe Illustrator and Photoshop for flats and CADs
- CLO 3D garment visualization
- Fabric and trim sourcing across Asia and Europe
- Color management and Pantone TCX/TPX systems
- Mill development and yarn engineering
- Cross-functional leadership with merch, production, and sourcing
- Sustainability frameworks (bluesign, GRS, Higg Index)
- Team management and designer mentorship

Professional Experience

SENIOR DESIGNER, OUTERWEAR | NORTHKIND APPAREL, PORTLAND, OR 2021 – PRESENT

- Lead the men's and women's outerwear team of 5 designers and 2 CAD artists across 3 seasonal lines a year.
- Built a new puffer platform that scaled to 47 SKUs and drove \$11.6M in DTC revenue in its first full year.
- Rebuilt the outerwear fit block library, cutting average sample rounds from 3.2 to 1.9 across the category.
- Approve all color, fabric, and trim submits and sign off on PP and TOP samples for the category.
- Partner with the sustainability team to move 65% of the line to recycled or bluesign-certified fabrics.

DESIGNER, PERFORMANCE KNITS | CASCADE LOOM CO., PORTLAND, OR 2018 – 2021

- Owned the women's performance top category, growing it from 12 to 38 styles per season.
- Co-developed a moisture-wicking jacquard knit that became the brand's top yoga top for two years.
- Led twice-yearly mill trips to Taiwan and developed five proprietary fabric qualities.
- Mentored two associate designers, both promoted within 18 months.
- Reduced category sample lead time from 12 weeks to 8 weeks with a new dev calendar.

DESIGNER | HOLLOWAY & PIKE, BOSTON, MA 2015 – 2018

- Designed men's wovens and outerwear for a heritage wholesale label.
- Built tech packs in PLM and managed three factory partners in China and Vietnam.
- Led the brand's first waxed-cotton jacket program, picked up by 140 doors at launch.
- Presented seasonal concepts to the design director and merch team.

ASSOCIATE DESIGNER | BRAMBLE & FINCH, BOSTON, MA 2013 – 2015

- Supported senior designers across men's casual sportswear.
- Drafted flats, built color cards, and ran the trim library for two collections a year.

- Seasonal range planning and line architecture

- Tracked sampling across roughly 200 styles per season across four factories.
- Stepped in for the lead designer during a 3-month parental leave.