

# Rebecca Harkin

## Apparel Designer

[www.rebeccaharkin.com](http://www.rebeccaharkin.com)

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### Overview

Creative and technical designer of women's and children's casual sportswear with an eye for emotional themes, motifs, embellishment, print, and color. Flexible team player accustomed to pinch-hitting in many areas after years of working at a fast-growing company. Broad perspective attained through working with both large and small companies as well as own ventures. Entrepreneurial mindset that is open to new ideas and methods.

*Specialties include:*

- Social Media
  - Trendspotting
  - Color Palette Development
  - Sweater Graphing
  - Embellishing and Appliqué
  - Print/Graphics Development
  - Technical Design and Fit
  - Illustrator/Photoshop Sketching
  - Cross-functional Collaboration
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### Experience

**CHIRP & BLOOM** - Wilmington, DE  
*Creator/Designer*

2009-present

A love of vintage textiles and the creative urge to follow a personal path led to the founding of this small line of made-to-order childrenswear inspired by the 1940's. Through the immediacy of social media and the direct selling tool of Etsy, was able to nimbly pinpoint customer preferences and adapt quickly. Explored the development of the brand point-of-view in every aspect of the business, presenting a unified aesthetic .

- Nurtured brand from a single item into a successful collection, doubling business each year for the first 4 years through direct sales online and in person at indie retail shows on the east coast.
- Promoted brand identity and forged loyal customer relationships using social media, translating into repeat sales and new customers via word-of-mouth.
- Performed all patternmaking tasks including drafting and grading of patterns, determining garment construction and order of operations, and perfecting the fit of original children's silhouettes.
- Shopped non-traditional sources such as flea markets and vintage sellers for fabrics, achieving texture and charm that cannot be mass-produced and capturing a nostalgia-loving, eco-conscious customer.
- Reinforced brand through compelling product styling/photography which emphasized nostalgic appeal with a modern twist, leading to blog features and enhanced sales.

**REBECCA HARKIN APPAREL DESIGN** - Wilmington, DE  
*Designer/ Consultant*

2000-present

Built a thriving freelance design business based on understanding client needs and delivering appropriate designs that are saleable. Kept abreast of trends through regular shopping and research, maintained a sample and color library. Worked comfortably in several design styles and categories including technical ski, women's traditional, and mass market children's product. Maintained lasting relationships of 2-10 years by providing reliable, quality service. Able to work remotely due to effective communication via email. *Key clients included:*

**LANDS' END**, Dodgeville, WI

- Created 10-15 novelty children's sweaters seasonally, offering creative vision while staying within the client's strict design parameters.
- Executed accurate sweater graphs and embellishment layouts that limited need for future corrections.

**TALBOT'S KIDS**, New York, NY

- Designed and graphed novelty sweaters that complemented the rest of the assortment, providing full-scale CAD mock-ups of children's helping facilitate smooth merchandising meetings.

**GOOD LAD**, Philadelphia, PA

- Consulted on color palette, providing color standards and new color combinations, freshening the line.
  - Designed children's novelty sweaters using a variety of techniques with 30-40 styles adopted per season, some branded and some private label for Target, Kohl's and Dillard's
  - Based on success of sweaters, was asked to venture into designing original prints for girls' 2-6x dresses.
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MARISA CHRISTINA, New York, NY

- Successfully captured the essence of Claire Murray of Cape Cod rugs in a licensed women's collection of 40-50 novelty sweaters and knits per season by utilizing a variety of yarns, techniques, and embellishing.

COULIOR, Berkeley, CA

- Collaborated with outerwear designer to create men's and women's ski sweaters appropriate for technical and après ski, greatly increasing past offerings.

**BUSHWACKER** - New York, NY

1991-2000

*Design Coordinator/ Designer/ Senior Designer*

Challenged to organize the design process, standardize fit, and convert creative vision into reality for this fast-growing women's casual wear start-up. Routinely took on new responsibilities as need arose, constantly pushing to perfect the process. Experienced shift from domestic production to overseas with awareness of pros and cons of each. Facilitated rapid expansion of the line from 3 deliveries per year to 12 and increased variety within those deliveries. Grew personally with the exponential growth of the company (500% in first 6 years).

- Collaborated with merchandising and sales to assort collection of 30-40 items per delivery, always striving to satisfy fabric and yarn minimums while keeping the line tightly assorted and easy to buy.
- Accountable for execution all classifications: printed wovens, cut & sew knits, golf, novelty sweaters, denim, twill, and suede.
- Introduced new categories of novelty sweaters, novelty tees, embroidered blouses, accounting for 40% of collection offerings.
- Partnered with sales to develop private label product for Talbot's, Lands' End, Dillard's, and Coldwater Creek, often working within very short lead times, accounting for 50% of total volume of the business.
- Shopped the retail fashion market as well as non-traditional sources such as flea markets for silhouettes, seasonal themes, and color direction, keeping styling fresh season after season.
- Worked with artists and converters to develop prints with modern classic appeal and sense of whimsy using original artwork or adapting vintage swatches.
- Determined fit standards, points of measure, and instituted product development processes including tech pack set-up, lab dip/strike-off approvals, and time & action calendar, improving product consistency.
- Visited factories in the US and Asia; communicated daily with agents to monitor product development issues and ensure on-time delivery of salesman samples and production.
- Trained and managed 2 direct reports: a design assistant and patternmaker, as well as several freelancers; monitored design room workflow, prioritizing as necessary to meet deadlines.

**SKYR SKIWEAR** - Winchester, MA

1989-1991

*Assistant Designer*

- Assisted designer with tech packs and design boards for men's, women's and children's technical ski line consisting of 200+ styles per season.
- Entrusted with printed turtleneck and sweater program which constituted 30% of total volume of the line.

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## Education

RHODE ISLAND SCHOOL OF DESIGN- Providence, RI

*BFA, Apparel Design*

DELAWARE COLLEGE OF ART AND DESIGN- Wilmington, DE

*Continuing Ed, computer graphics*

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## Computer Skills

Illustrator/Photoshop, HTML/CSS, Web PDM, Colour Matters, Word/Excel