

KELLY IVERS

Activewear Designer & Design Manager

CONTACT

Phone:
(630)661-9385

Email:
kqivers@yahoo.com

Portfolio:
<https://www.kellyivers.com>

WORK HISTORY

- **2023 - Current**
Fanatics / Nike
Design Manager - Headwear
 - Spearheaded innovation-driven design programs from ideation to implementation.
 - Led and developed a high-performing cross-functional team of seven.
 - Designed scalable processes and SOPs that accelerated innovation and operational efficiency.
 - Implemented project management frameworks to enhance visibility, prioritization, and execution.
 - Drove strategic innovation initiatives that elevated team performance and design impact.
- **2020 - 2022**
Fox Racing
Sports Marketing Design Manager - MX & Lifestyle
 - Directed workflow operations and project prioritization to drive team efficiency and execution.
 - Developed innovative graphic and print solutions that advanced product storytelling and brand impact.
 - Led the design and development of CADs and techpacks for sponsored athletes and teams worldwide.
 - Conceptualized and executed custom gear programs that elevated athlete performance, brand presence.
- **2014 - 2020**
Fox Racing
SMU Design Manager & Headwear Designer
 - Led graphic design for apparel and headwear SMU collections, advancing brand and product innovation.
 - Led the development of CADs, visual line plans, and techpacks to streamline execution.
 - Leveraged trend forecasting and market insights to drive headwear innovation.
 - Collaborated cross-functionally to translate consumer and business needs into successful products.
- **2013 - 2017**
Drywear Apparel
Co-Founder/Partial Owner/Designer - Activewear
 - Founded and grew an activewear brand, leading product strategy and innovation.
 - Directed end-to-end product development from concept through production.
 - Designed apparel collections and trims that elevated brand identity and differentiation.
 - Built and managed global manufacturing partnerships to drive quality and execution.
- **2012 - 2014**
Melin
Lead Designer & Developer - Men's Headwear
 - Led product innovation across the entire line, from concept through production.
 - Developed CADs, visual line plans, and techpacks to support product execution.
 - Directed graphic, print, and trim design aligned with brand and market trends.
 - Leveraged trend forecasting and market insights to drive product direction.
 - Partnered with global manufacturing teams to ensure quality, efficiency, and speed to market.
 - Implemented development libraries and tracking systems to improve workflow and consistency.

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- **2001 - 2004**
Columbia College Chicago
BFA-Fashion Design

SKILLS

ILLUSTRATOR ● ● ● ● ●

PHOTOSHOP ● ● ●

TECHPACKS/BOM ● ● ● ● ●

GRAPHICS/PRINTS ● ● ● ● ●

CLO - 3D ● ●

INTERESTS

    