

KELLY IVERS

Activewear Designer & Design Manager

CONTACT

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WORK HISTORY

● **2023 - Current**
Fanatics

Design Manager - Headwear

- MANAGED THE DESIGN PROCESS FROM INCEPTION TO COMPLETION.
- MANAGED A CROSS-FUNCTIONAL TEAM OF 6 INCLUDING WORKLOADS, CALENDARS, & DEADLINES
- CREATED AND MANAGED OUR SOP.
- CREATED AND MANAGED THE DESIGN PROJECT TRACKER.
- TREND/MARKET RESEARCH & DEVELOPMENT OF HEADWEAR SILHOUETTES.

● **2020 - 2022**
Fox Racing

Sports Marketing Design Manager - MX & Lifestyle

- MANAGED TEAMS VLPs & WORKFLOW CALENDARS.
- ENGINEERED GRAPHICS AND PRINTS.
- CADs, & TECHPACKS FOR ALL SPONSORED RIDERS & TEAMS WORLDWIDE.
- GRAPHIC DESIGN CUSTOM GEAR KITS FOR SPONSORED RIDERS.

2014 - 2020
Fox Racing

SMU Design Manager & Headwear Designer

- MANAGED GRAPHIC DESIGNS FOR TEEs & HEADWEAR.
- CADs, VLPs, & TECHPACKS.
- TREND/MARKET RESEARCH & DEVELOPMENT OF HEADWEAR SILHOUETTES.
- WORKING HAND IN HAND WITH DEVELOPMENT, MERCHANDISING & SALES.

● **2013 - 2017**
Drywear Apparel

Co-Founder/Partial Owner/Designer - Activewear

● **2012 - 2014**
Melin

Lead Designer & Developer - Men's Headwear

- RESEARCHED, DESIGNED, & DEVELOPED THE ENTIRE LINE.
- CADs, VLPs, & TECHPACKS.
- GRAPHIC, PRINT, & TRIM DESIGN.
- TREND/MARKET RESEARCH & DEVELOPMENT OF HEADWEAR SILHOUETTES.
- DAY TO DAY COMMUNICATION WITH FACTORY FOR DEVELOPMENT.
- CREATING SAMPLE/LABDIP & TRIM LIBRARIES AS WELL AS A WIP.

● **2007 - 2011**
DC Shoes

SMU Designer - Apparel Accessories & Headwear

● **2006 - 2007**
Ripcurl

Assistant Designer - Accessories

● **2005 - 2006**
Rusty

Developer - Men's Bottoms

SCHOOL

● **2001 - 2004**

Columbia College Chicago

BFA-Fashion Design

ILLUSTRATOR ● ● ● ● ●

PHOTOSHOP ● ● ●

SKILLS

TECHPACKS/BOM ● ● ● ● ●

GRAPHICS/PRINTS ● ● ● ● ●

CLO - 3D ● ●

INTERESTS

