

Experience

Graphic Apparel Designer - Aerie (American Eagle Outfitters)

2025 – Present

- Design graphics across 6+ categories per season for Aerie's global stores and e-commerce, a brand recognized as AEO's fastest-growing segment with double-digit comp sales growth
- Design for screen printing, embroidery, jacquard knitting; collaborate with design teams to sample new techniques
- Build and maintain detailed tech packs and production-ready artwork files for each season
- Create graphics for licensed partnerships and collaborations (e.g., Dr. Seuss, Peanuts), ensuring brand and licensor guidelines are met
- Review strike-offs, samples, and embroidery sew-outs to ensure design and color accuracy prior to production
- Collaborate with design, merchandising, and production teams to ensure graphics align with garment construction and vendor requirements

Lead Graphic Apparel Designer/Founder - Heck Studios

2022-2025

- Designed 1,000+ custom print-ready graphics annually across apparel, accessories, and digital goods, tailored to client needs across screen print, embroidery, and digital
- Advised clients on garment construction, print feasibility, and production techniques, translating creative vision into production-ready output
- Researched contemporary and vintage trend references to keep client work culturally relevant and on-trend
- Built and maintained partnerships with production facilities, offering clients seamless end-to-end printing solutions
- Managed client relationships and cross-functional communication from initial concept through final product hand-off
- Implemented systems and processes for project management, improving turnaround time and client experience
- Designed and maintained digital brand assets across website and social channels, ensuring visual consistency

Lead Graphic Apparel Designer - University Tees

2019-2021

- Led the apparel design initiative for the company's new e-commerce website that launched in 2019 and drove \$2M in annual sales by its second year
- Streamlined design and production workflows to increase speed and reduce error

costs for monthly design drops

- Collaborated with production team to enhance DTG print process and quality, elevating product standards
- Managed licensing compliance for Collegiate and Greek designs, aligning products with brand standards and legal requirements
- Managed influencer custom collab collection projects from start to finish
- Conducted trend research and collaborated with affiliates to identify emerging styles, ensuring product relevance and appeal
- Led and trained part-time designers

Education

Bachelor of Arts, Fashion Design

Kent State University

Associate of Business Management

Lorain County Community College

Skills

- Illustrator
- Photoshop
- Adobe Suite
- Procreate
- Google Suite
- Figma
- GTX Graphic Lab
- CLO
- Notion/Asana/Trello