

DANIEL *FIGUEROA*

PROFILE

Womenswear Designer skilled in branded collection & private label design.

Experienced in all categories including soft/structured wovens, denim and knitwear.

CONTACT

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EDUCATION

FIT - BFA, Womenswear

SKILLS

Adobe Creative Suite
Browzwear & VStitcher
Trend forecasting
Sketching & Illustration
Fabric research
Garment construction
Brand development
Presentation & communication
Self-management
Collaboration & teamwork
Problem Solving
Attention to detail

EXPERIENCE

ONEJEANSWEAR GROUP / 2023 - PRESENT

Designer - Soft Wovens, Denim Tops & Dresses

- Product development for PL brands - Jessica Simpson x Walmart, Walmart Elevated Brands : Sofia Vergara and Scoop, HSN : TWRHLL by Christie Brinkley
- Seasonally present brands to OJG management and Walmart buying teams
- Identify trend directions, create concept/mood boards, shop stores, conduct fabric research, develop tech packs, create presentation decks for meetings
- Collaborate with cross functional teams to meet all internal and external Walmart milestones
- Manage overseas teams for seasonal fabric development, trim sourcing, 2D/3D CAD creation

THE APPAREL GROUP / 2012-2022

Design Director - Sportswear Collection

- Creative director for Foxcroft NYC - led rebranding and rebuilding the business with YOY growth during and after the pandemic
- Managed branded, private label and overseas Design teams
- Seasonally present to PL buyers for major department stores (Dillard's, Bloomingdales), fashion brands (Chico's, Orvis) & catalog/e-comm businesses (Appleseed's, Drapers & Damon)
- Provide brand direction to Sales & Marketing including concept for all catalog and e-comm photo shoots
- Designed all categories including soft & structured woven tops & bottoms, outerwear & knitwear

AVA DESIGN / 2009-2012

Senior Designer - Sportswear Collection

- Manage design team, provide seasonal direction for color, fabric & silhouette
- Sketch & spec all wovens - follow up on product development from concept to production
- Work with Sales & Merchandising teams to communicate line direction, attend seasonal trade shows
- Travel to Europe for trend shopping, to Asia to meet with factories overseeing development
- Assist marketing team with seasonal catalog & promotional photo shoots

REPUBLIC CLOTHING / 2006-2009

Designer - Sportswear Collection

- Design, sketch, spec & drape all woven styles for in-house and licensed brands as well as private label
- Meet fabric, print and embellishment vendors for seasonal line development
- Oversee all communication with factories from proto stage to production
- Manage design team and seasonally collaborate with Sales and Merchandising to edit lines

RELATED EXPERIENCE

Hyden Yoo - Designer - Menswear

Lafayette 148 - Senior Designer - Womenswear

Michael Kors Collection - Assistant Designer - Womenswear