

# KATIE FAGAN

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## EXPERIENCE

### YETI, CMF DESIGNER: MANAGER, CONTRACT

AUSTIN, TEXAS  
8/2023-PRESENT

### FREELANCE APPAREL DESIGNER;

AUSTIN, TEXAS  
3/2023-PRESENT

### WILLIAM MURRAY GOLF, SENIOR APPAREL DESIGN MANAGER;

AUSTIN, TEXAS  
11/2021- 6/2023

- DICTATED AND MANAGED APPAREL DESIGN FOR MENS, WOMENS AND PGA SPECIAL PLAYER SEASONAL ASSORTMENTS.
- WORKED IN TANDEM WITH VP OF PRODUCT TO CREATE OVERARCHING DESIGN DIRECTION.
- CREATED INITIAL DESIGNS, MERCHANDISING PAGES, AND TECHNICAL PACKAGES.
- WORKED CLOSELY WITH TECH DESIGN, MATERIALS AND TRIMS TEAM TO ENSURE HIGH QUALITY PRODUCT.
- REVIEWED AND COMMENTED ON PROTOTYPE SAMPLES DURING FIT SESSIONS, AND TRAVELED TO FACTORIES FOR PRODUCT DEVELOPMENT.
- MENTORED JUNIOR DESIGNERS THROUGHOUT THE DESIGN CALENDAR AND MANAGED THEIR WORKLOAD.
- TRAVELED WITH CROSS FUNCTIONAL TEAMS TO GATHER RELEVANT MARKET RESEARCH.
- CONNECTED WITH ATHLETES OF ALL LEVELS OF PLAY TO COLLECT VALUABLE AND ORGANIC CONSUMER INSIGHTS.
- REVIEWED COSTING OF EACH ALLOTTED STYLE TO ENSURE THAT THE GARMENT COST-OF-MAKE, BUDGET FOB, MARGIN TARGET, AND ADJUSTED DESIGNS TO MEET COMPANY'S PROFIT GOALS WHILE MAINTAINING CONSUMER EXPECTATIONS.

### UNDER ARMOUR, APPAREL DESIGNER I, BRAS;

BALTIMORE, MARYLAND  
09/2019-11/2021

- RESEARCHED TREND, SILHOUETTE, FABRIC AND TRIM INNOVATION TO FURTHER ENHANCE BRA + BASELAYER PRODUCT OFFERING.
- WORKED CLOSELY WITH DESIGN MANAGER TO UTILIZE SEASONAL CONCEPTS IN DESIGN DIRECTION.
- CREATED INITIAL CONCEPTS, MERCHANDISING PAGES, AND TECHNICAL PACKAGES.
- WORKED CLOSELY WITH TECH DESIGN, MATERIALS AND TRIMS TEAM TO SOURCE AND DEVELOP SEASONAL MATERIALS.
- RESPONSIBLE FOR COMMENTING ON FIT SAMPLES DURING FIT SESSIONS, AND MAKING TECH PACK ADJUSTMENTS.
- WORKED WITH PRODUCT, MERCHANDISING, AND COLOR TEAMS TO APPLY COLORS THAT ALIGNED WITH BUSINESS STRATEGIES.
- TRAVELED WITH THE CATEGORY DOMESTICALLY TO OBTAIN MARKET RESEARCH.
- CONNECTED WITH ATHLETES TO COLLECT CONSUMER INSIGHTS RELEVANT TO THE PRODUCT CREATED.
- WORKED ALONGSIDE THE INNOVATION TEAM ON WHITE SPACE OPPORTUNITIES AND LONG LEAD TIME DEVELOPMENTS.
- MAXIMISED RESULTS WITHIN GIVEN BUDGET AND TIMEFRAMES.

### ELEVATE BRAND MARKETING, MANAGER- CREATIVE SERVICES AND PRODUCT DESIGN;

DALLAS, TEXAS  
12/2016-09/2019

- DESIGNED APPAREL AND A WIDE ARRAY OF UNIQUE PRODUCTS FOR CLIENTS SUCH AS THE DALLAS COWBOYS, THE PHILADELPHIA FLYERS, PHILLIPS 66, INSTAGRAM, SAN JOSE SHARKS AND MORE ON A PROJECT-TO-PROJECT BASIS.
- WORKED WITH CROSSFUNCTIONAL PARTNERS AND CLIENTS THROUGH PRODUCT IDEATION AND COSTING.
- UTILIZED CLIENT ASSETS TO CREATE ON-BRAND CLIENT MESSAGING.
- CREATED COMPANY ASSETS USED FOR WEB, PRINT, AND HARD COLLATERAL.
- TRAINED AND MANAGED TWO DESIGNERS WORKLOAD AND FULL PROJECT LIFE CYCLE.
- RESPONSIBLE FOR TECH PACK CREATION AND TESTING PRE-PRODUCTION SAMPLES FOR CLIENTS, COLLABORATING WITH PRODUCT DEVELOPMENT AND MARKETING TO CONSISTENTLY MEET CLIENT TIMELINES, SUPPLIER LEAD TIMES AND FACTORY DEADLINES.

### HARBOR GROUP LLC, OEM LIFESTYLE SPORTSWEAR DESIGNER;

DALLAS, TEXAS  
01/2016-11/2016

- RESEARCHED TRENDS, COLORS, SILHOUETTES, FABRICS, AND TEXTILE TREATMENTS FOR OEM CLIENTS SUCH AS VF BRANDS, HARLEY DAVIDSON, AS WELL AS OTHERS.
- TRANSLATED DESIGN RESEARCH INTO FORMAL PRESENTATIONS, WORKING CROSS-FUNCTIONALLY WITH THE DESIGN, MARKETING, AND PRODUCT DEVELOPMENT DEPARTMENTS.
- DESIGNED FLEECE APPAREL COLLECTIONS FOR BOTH MALE AND FEMALE CONSUMERS FOR FW16 AND SS17.
- RESPONSIBLE FOR TECH PACK CREATION, BOM'S, AND FITTINGS FOR ALLOTTED COLLECTIONS
- LED FITTINGS WITH TECHNICAL DESIGN TEAM, AND FACILITATED FIT UPDATES THROUGHOUT SEASONAL CALENDAR.

### FANPRINT INC, PRODUCTION ARTIST/GRAPHIC DESIGN ASSIST;

DALLAS, TEXAS  
09/2015-12/2015

- WORKED CROSSFUNCTIONALLY WITH MULTIPLE DEPARTMENTS TO BRAINSTORM DESIGN DIRECTION FOR ENGLISH PREMIER LEAGUE, NFLPA, MLB, NHL, NCAA, AND ENTERTAINMENT LICENSED APPAREL DESIGNS.
- UTILIZED ADOBE ILLUSTRATOR AND PHOTOSHOP TO EXPAND CONCEPT DESIGNS AND DELIVER A HIGH NUMBER OF GRAPHIC DESIGNS FOR APPAREL ACROSS MULTIPLE CHANNELS IN ACCORDANCE WITH THE INDIVIDUAL SPORTS LICENSING DEPARTMENTS REQUIREMENTS.
- CREATED AD SHEETS AND PUBLICATION FILES THAT SHOWCASED DESIGNS ON THE COMPANY WEBSITE, AND SOCIAL MEDIA PLATFORMS.

### ADIDAS, TENNIS SPORTS PERFORMANCE DESIGN INTERN;

HERZOGENAURACH, GERMANY  
09/2014-03/2015

- RESEARCHED TRENDS, TRIMS, SILHOUETTES, FABRICS, AND PRINTS FOR THE SS16 AND FW16 TENNIS COLLECTIONS.
- PARTICIPATED IN QUANTITATIVE AND QUALITATIVE ANALYSIS OF MARKET TRENDS AND CONSUMER BEHAVIORS IN PARTNERSHIP WITH CROSSFUNCTIONAL COUNTERPARTS.
- DESIGNED APPAREL STYLES FOR THE SS16 GALAXY MEN, WOMEN, AND CHILDRENS COLLECTION, AS WELL AS THE WOMEN'S AND CHILDRENS' RESPONSE CLASSIC SS16 COLLECTION.
- CREATED 3D CONCEPT REPRESENTATION, 3D ASSETS, AND DIGITAL PRODUCT INFORMATION.
- RESPONSIBLE FOR TECH PACK CREATION FOR ALLOTTED COLLECTIONS.
- COLLABORATED WITH PRODUCT DESIGN TEAM TO ENSURE HOLISTIC STORYTELLING.
- TRAVELED INTERNATIONALLY WITH CROSSFUNCTIONAL TEAMS FOR ATHLETE TESTING RESEARCH.

## EDUCATION

### THE UNIVERSITY OF TEXAS AT AUSTIN

BACHELOR OF SCIENCE  
TEXTILES AND APPAREL

### MAJORS:

APPAREL DESIGN AND TEXTILE CONSERVATION  
2010 - 2014

FACULTY NOMINATED RECIPIENT OF THE UT COLLEGE OF NATURAL SCIENCES BOOK AWARD FOR EXEMPLARY SCHOLARSHIP, 2014

## EXPERTISE

- SPORTS APPAREL DESIGN: (M/F) + KNITS/WOVENS
- FASHION + TECHNICAL ILLUSTRATION
- TREND: CONSUMER RESEARCH AND DATA LED DESIGN
- 3D DESIGN CONCEPTS
- PRODUCT DEVELOPMENT: GARMENT CONSTRUCTION/FIT
- TECHNICAL PACKAGES
- FABRIC + TRIM DEVELOPMENT
- GARMENT COSTING
- INDUSTRIAL, GRAPHIC AND PRINT DESIGN
- INNOVATIVE DESIGN THINKING
- CREATIVE PROBLEM SOLVING + COLLABORATION
- PROJECT + TEAM MANAGEMENT

## TECHNICAL

### ADOBE CREATIVE SUITES:

ILLUSTRATOR, PHOTOSHOP, ACROBAT, INDESIGN, LIGHTROOM

### MICROSOFT:

WORD, POWERPOINT, EXCEL, OUTLOOK, TEAMS

### CLO3D:

3D APPAREL RENDERING, A FORMER MEMBER OF UNDERARMOURS 3D DESIGN CHAMPIONS GROUP.

### PROCREATE

### PLM SYSTEMS

### DESIGN THINKING MANAGEMENT SOFTWARES:

FIGMA, MURAL, ASANA

### MIDJOURNEY

## INTERESTS

- SUSTAINABILITY
- RUNNING, SOCCER, SNOWBOARDING, TRAINING
- HORTICULTURE + MYCOLOGY
- CREATIVE ELASTICITY
- GIVING BACK: FORMER MEMBER OF PARKLAND HOSPITALS PATIENT AND FAMILY ADVISORY BOARD
- CULINARY ARTS + ALL THINGS SPICY