

TANIA MELISSA RODRIGUEZ



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SUMMARY

A highly motivated self-starter who is extremely dedicated, passionate, creative and detail oriented. An excellent multi-tasker that works well under pressure, seeking new challenges and offering the following qualifications and experiences:

- Presentations and Concept Boards, including trend, color palettes and prints
- Effectively able to manage and lead a team to maintain steady workflow and adhere to all calendar dates
- Develop and incorporate new procedures to increase quality of product and efficiencies
- Able to create full package tech packs that include sketches, specs, fabrications and trims
- Excellent with time management, prioritizing, balancing and managing workload with multiple deadlines
- Capable of executing sketches by hand or illustrator
- Microsoft, Word, Excel, Photoshop and Illustrator
- Fluent in Spanish

EDUCATION

FIDM / Fashion Institute of Design and Merchandising; Los Angeles, California

Graduation Date: **June 2000**

Major / Minor: Associate of Arts Degree in Merchandise Marketing / Product Development

EXPERIENCE

Bebe, Inc.

Los Angeles, CA

May 2011 to July 2017

Outlet & Logo Division

Design Manager:

- Managed and directed a team consisting of Designers, Associates and Assistants in multiple categories and job functions
- Helped grow the profitability of a 38-store chain to nearly 200% in 3 years, with declining traffic and shrinking store base
- Collaborated cross functionally to create global calendar for line reviews, seasonal products, visual style outs, photoshoots, ads, etc., and ensure adherence by the design team
- Responsible for researching and implementing trend direction, color palette and prints for 1-2 deliveries per month
- Analyzed current and emerging fashion trends to incorporate into each collection while updating core, best-selling bodies & fabrics to comp previous year sales to be included and discussed at sketch reviews
- Sourced or developed all fabrications and trims for each season/collection within divisions price constraints
- Executed cohesive collection presentations including a printed report for VP's, DMM's, and Merchants once a month
- Maintained budget which included Asia sourcing trips, Europe trend comp shopping, Artwork purchase, etc.
- Partnered closely with Merchant and Planning counterparts in reviewing best-sellers, hindsight's, discussing SKU count for new season and plan per category
- Attended all 1st fittings for all categories and worked closely with Production and Tech teams for maximized product development and approvals from initial stages to final product
- Designed Day and Night Dresses, Rompers, Jumpsuits and Bandage (dresses, tops and skirts) categories

CMT Wholesale Corp.

Los Angeles, CA

Oct. 2008 to May 2011

Costa Blanca Division

Designer: Sportswear, Bottoms & Outerwear

- Researched and presented trend, color and fabrication direction for each season to VP of Design for approval
- Designed 3-4 collections of commodity and trend items to meet planned dollars for each month
- Managed design techs workload by delegating projects for creation of development tech packs for each style/collection
- Coordinated all import tech packs with oversea agent and created and maintained line sheets for all styles in work
- Followed each style from initial design stage to production thru approvals, fabric, fit, placement, CAD's, etc.
- Performed competitive research and sample shopping on a monthly basis to present to team/VP of Design

The WetSeal Inc.

Foothill Ranch, CA

Aug. 2006 to Oct. 2008

Arden B. Division

Associate Designer: Denim, Structured Woven's Outerwear & Activewear

Guess Inc.

Los Angeles, CA

Feb. 2006 to Aug. 2006

Marciano Division

Assistant Designer: Suiting and Denim

Pacific Sunwear

Anaheim, CA

Mar. 2005 to Feb. 2006

D.E.M.O. Division

Assistant Product Manager: All categories (Juniors & Young Men's)

References, portfolio & additional work history furnished upon request.