

Michelle Murphy
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Focus.

My Focus is to create a cool, leading, profitable casual wear line. I bring knowledge and experience in all aspects of design and manufacturing both domestic and offshore with time scheduling as a priority. Pushing a company's brand imaging to producing high quality product is important to me. I am searching for the right match with the same vision of developing a smart, influential, featured sportswear line.

Knowledge and Skills.

Managing and Coordinating Design & Development
Vision & Direction
Building Line Plans & Developing Line Sheets
Local & Offshore Sourcing, Development & Production
Placement of Styles based on strengths of Factories
Negotiate Pricing with Vendors
Scheduling Sample Lines to meet Sales Dates

Sketching, Illustrator & Photoshop
Technical Packages include Cads, Matrices, Specs, Sample
Garment Construction
Wholesale Costing & Retail Pricing
Merchandise & Presentation
Prelining & Educating Sales of Seasonal Vision

History.

Murphy Label, (1/07-current) Los Angeles, Ca
Creative Designer
Creative direction of line, sourcing, purchasing,
costing, overseeing all aspects of sample lines,
merchandising, styling of photo shoot, website, line sheet,
placement of lines with sales, marketing.

RVCA Clothing, (6/05-12/06) Costa Mesa, Ca
Mens & Womens Design Director
Conceptualize, create and build seasons mens and
womens lines with Creative Director to fit companys image,
managed team of designers, delegated work flow, technical
packages for offshore development, placement of styles
per factory, fabric selection, sales feedback for carry overs,
built line plan, resolved development issues, sampling local (Ca)
and offshore, sketches, cads, matrices, specs, fitting corrections
and approvals, offshore sample workflow and scheduling, offshore
travel for development to meet calendar sales dates, catalog
proofing, prices, colors, fabric contents, special request,
collaborative programs, presentation for prelining.

Michelle K. Shoes by Skechers, (8/00-5/03)
Manhattan Beach, Ca
Contemporary Footwear Designer
Concept and direction of season with VP Design,
constructions, fabrications, design, offshore
development, approved samples for sales samples, convey
vision and direction for season, sales conference and prelining.

JNCO Industries, (11/97-7/00) Los Angeles, Ca
Young Mens & Juniors Designer
Design, product development, cads for seasonal catalog, fabric
purchasing, first sample development, domestic and offshore
development, technical packages, coordinator for sales offices
and reps, duplicate samples, catalogs, color cards, scheduled
fabrics, duplicate lines with our Paris Distribution office.

Independent Clients.

Sanctuary Clothing, (1/05-6/05) North Hollywood, Ca
Contemporary Womens Designer
Conceptualize direction with Creative Director of styling, fabrics,
sketching, cads, first samples & duplicates, design and develop
towards markets, seasonal photo shoots.

Donald J. Pliner Sport, (Spring/Summer 05) Montreal, Canada
Womens Contemporary Footwear
Market study of competitors, concept and direction, sketch, cads,
matrices, create material patterns for footwear usage.

Howe Denim, (Fall/Hol 04 & Fall/Hol 05) Huntington Beach, Ca
Contemporary Mens Designer
Conceptualize with Creative Director, sketch, cads, plan oversee
domestic sample lines with local contractors, merchandise, cads
for catalog.

Her Inc., (Spring 04) Los Angeles, Ca
Womens Contemporary
Concept and Design Contemporary groups, tops, bottoms,
jackets, skirts, dresses, full collection, scheduled calendar for
market, purchased fabrics, oversee first protos,
sales sample lines, negotiated prices with contractors, and
met market dates.

Education and Internships.

Fashion Institute of Design and Merchandising, (1993-1995) Los Angeles, Ca
Fashion Design Studies included sketching, fabric & science, flat patterns, draping, marking, grading, textiles, cad, merchandising

Otis Parsons School of Design, (1992-1993) Los Angeles, Ca
Fundamental Studies included form & space, life drawing, art history, english, cinema,
Study abroad program Spring 1993 Paris, France

Internships, (1993-1995) Los Angeles, Ca
Tony Chase (Los Angeles), Women in Film (Mid Wilshire), Rampage (Vernon), Beat Non Stop's Fusion Sportswear (Melrose)