nna Roth

(503)-758-8715 annarothbirdiecreates@gmail.com annamarieroth.com/work

EXPERIENCE

Assistant Designer for Dresses and Skirts • Lane Bryant _______May 23'- Present

- Execute clear and detailed sketches, ideate original designs, develop technical packages, and bill of materials
- Work across all fabrications: wovens, cut and sew knits, fully-fashioned sweaters, and denim
- Oversee and plan Lena Dress franchise, accounting for 10% of TTL annual volume or \$4M and TTL \$40M in revenue
- Review 3D renderings from factories to cut down on sampling
- Manage line plan to align with product and merchandising brief, price point targets
- Assist and direct tech designers in fit corrections and overall design aesthetic
- Review markers from vendors to mitigate risk and engineer place prints
- Problem solve cross functionally with PLM. Sourcing, Print and color, Merchandising and Materials teams
- Create seasonal concept boards

- Sketch and develop Techpacks in PLM based on design research
- Assist dress and woven tops departments in CAD's, sketching, and style updates
- Collect fit design notes, tech pack updates, and communicate changes cross-functionally

Textile Researcher • Donghia Healthier Materials Library

_____Sept 21'- May 23'

- Source 1.000+ healthier and sustainable textiles from donors internationally
- Present clear information on the library and sourcing guidelines to students and teachers
- Lead class discussions on materials that align with specific syllabi and learning criteria
- Collect data on all requested materials to source for student research

- Manage costume budgets of \$400
- Organize research and communicate style info to team
- Pattern, machine and hand sew (building and mending/altering) costumes
- Fit costumes to actors and convey fit issues to designer and sewists

EDUCATION

MFA Parsons, NYC. 2023

Masters in Fine Arts I Fashion Design and Society

HBS Oregon State University, Corvallis, OR. 2020

- Honors Bachelor of Science in Apparel Design I 3.9 GPA Visual Arts I Business and Entrepreneurship Minors
- Honors Thesis: Recreating Agnes Ericksen's 1954 -1956 Fashion Designs
- Study Abroad. Florence, Italy. Accademia Italiana.

SKILLS

- Adobe: InDesign, Illustrator, Photoshop, Premiere Pro, Flex PLM
- Expertise in Sewing, 20 years' experience
- Proficient in Excel. Microsoft word
- Visual Arts: Drawing, illustration, Painting, Photography
- Digitize, render, and adjust patterns in Browzwear V-Stitcher and Lotta, CLO 3D
- Excellent written, oral presentation, and communication skills