

# Anna Roth

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## EXPERIENCE

### Associate Designer • Freelance • Contemporary Brands

Oct '25-Present

- Oversee creation of embellishments and bead layouts, communicate with creative director, designers, and factories
- Track production status of products, trims, and materials, ensuring timely delivery in 6-9 month production cycle
- Communicate directly with factories regarding tech packs, trim submits, and design feedback
- Source fabrics and raw materials from 5 factories to manage on hand headers and style needs
- Spec out garments and create tech packs (measurements/ POM, Bill of Materials, detailed photos and sketches)
  - Switch between excell and PLM systems for tech packs
- Organize fit notes and communicate changes and feedback to design team for each style

### Associate Designer for Dresses and Skirts • Lane Bryant

Jan'25-Oct '25

- 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

### Assistant Designer/ Design Intern / Freelancer • Lane Bryant

May'22-Jan'25

- Assist design leadership in seasonal concept research
- 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

### Assistant Designer • Oregon State University Theatre

Dec'16- Dec'19

- 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.

- *Masters in Fine Arts / Fashion Design and Society*

### HBS Oregon State University , Corvallis, OR.

- *May 22'- Feb 23' Sept 21'- May 23' Dec 16'-Dec19'*

## 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*