

# JULIE KERR

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## EXPERTISE

Surface Design  
Product Development  
Trend Forecasting  
Competitive Analysis  
Concept Presentation  
Design Concepts  
Strategic Direction  
Team Building

## PROFESSIONAL SKILLS

Adobe Creative Suite  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Microsoft Office Suite  
Procreate  
PLM Systems (Yunique PLM)  
Marketing Research  
Vendor Development  
Photo Shoot Styling  
Project Management

## GRAPHIC DESIGN CONSULTING

Midwest Community Fundraising  
Girl Scouts of the USA  
CCFA  
Anderson Mole Patrol  
Celebrate by Kate  
Let's Go Solutions

## EDUCATION

MBA MARKETING, 2015  
Xavier University,  
Williams College of Business  
Cincinnati, OH

BS FASHION DESIGN, 2008  
University of Cincinnati, DAAP  
Cincinnati, OH

## HELLO

I am a strategic design leader that provides innovative, insight-based, and profitable solutions through surface, product and graphic design. Experienced in managing all phases of design and development. Looking to be creative, delight consumers, and influence strategy decisions to align with the goals of an organization.

## PROFESSIONAL EXPERIENCE

### SURFACE DESIGNER / CREATIVE DIRECTOR

Little Squirrel Studio: Cincinnati, OH (2020-Present)

- Launched studio to design pattern repeats and spot graphics for the gift, paper, and apparel markets for sale or license.
- Partner with online retailers and trade shows to generate business growth.
- Manage online retail space, including consulting with customers and maintaining current stock.
- Stimulate business development through email and social media marketing.

### SENIOR CREATIVE DESIGNER

Totes Isotoner: Cincinnati, OH (2019-2020)

- Oversaw new product development and innovation initiatives for \$50M+ Totes branded product.
- Led projects from creative concept through final delivery, including coordination with Quality Assurance, Marketing, and C-Suite Executives.
- Mentored design team and supervised freelance designers.
- Provided art direction for print development, including in house design and alignment with outside design firms.
- Maintained product development plan and category budget.
- Initiated efforts to increase collaboration among in house designers and overseas offices resulting in more crossover for trend forecasting, innovation development, and fabric usage.

### DESIGNER: RAIN PRODUCTS

Totes Isotoner: Cincinnati, OH (2011-2019)

- Designed and executed new product development of umbrellas, rainwear, and headwear for Totes branded product.
- Shaped innovation development, particularly breakthroughs in water repellency treatments and hard-goods development for umbrellas.
- Forecasted seasonal trends and created presentations for five unique brand profiles.
- Partnered with customers to develop private label products for brands such as Vera Bradley, C9 (Hanes), and Tory Burch.
- Completed successful reorganization of product specs into new PLM system.

### ASSOCIATE DESIGNER: FOOTWEAR

Totes Isotoner: Cincinnati, OH (2008-2011)

- Executed product design, line planning, color direction, and fabric development.
- Headed trend forecasting research for Isotoner branded footwear.
- Built a CAD library for new product development, which reduced design time and improved sample accuracy.
- Created marketing collateral for sales and development.