

Laura E Bauer

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Experience

Performance Apparel Corp - June, 2017 - Present

Freelance Designer, Snow Angel, Hot Chillys, Polarmax, XGO

- Creating seasonal color palettes, prints and designs for men's, women's and youth
- Research and develop new opportunities in the base layer market
- Attend national trade shows and work with brand representatives

Tilly's - December, 2016 - October 2019

Freelance Designer

- Provided detailed product research reports for men's, home and women's swim
- Identified seasonal color, silhouette, print, mood and color trends

Apex Global Brands - Current Freelance, November, 2013 - November, 2016 (Full Time)

Senior Designer, Freelance Designer - Tony Hawk / 900 Brands / Everyday California

- Design responsibilities included all categories for Tony Hawk Boys and Hawk 900 Young Men's
- Created global line for new business opportunities including Walmart and Sports Direct
- Communicated daily with buying, sourcing and production teams to meet clients production and in-store deadlines
- Worked closely with design counterparts to create cohesive brand identities for all lines
- Researched, developed and presented market trends, color and concept to internal team and clients
- Designed and sketched styles, prints and yarn-dyes
- Worked closely with graphic designers to assort and place graphics
- Developed new fabrics innovations, washes and trims
- Created seasonal Color and Concept books, Global Line Catalogs and individual assortments for various clients

Quiksilver - January, 2012– November, 2013

Designer - Direct to Retail Tony Hawk - Boys 4-7, Boys 8-20, Young Men's

- Increased sales in Boys 8-20 knits, fleece and short programs
- Responsible for entire design process from concept to final production
- Communicated daily with buyers, production and sourcing teams to create trend right and cost effective product
- Developed new fabrics, washes, prints and trims
- Traveled seasonally to Kohl's to present line and develop in store assortment
- Ensured that product was consistent with market trends and business strategy

Sears Holdings - November, 2006 – April, 2011

Associate Designer - Young Mens

- Design responsibilities included woven shirts, woven bottoms, jackets, swimwear, and denim
- Worked closely with design counterparts to create cohesive brand identities
- Researched and developed seasonal color palettes and concepts
- Sourced and designed prints, yarn-dyes, marketing and graphics with graphic designers
- Communicated daily with buyers, production and sourcing teams to create trend right and cost effective product
- Developed new fabrics, washes and trims
- Presented line to buyers and executive team

Aeropostale (Jimmy'z) August, 2005 – November, 2006

Assistant Designer – Young Men's

- Assisted in designing knits, wovens, bottoms, and outerwear
- Sourced and developed yarn-dyes and graphics with CAD and graphic departments
- Researched and developed new fabrics, washes, and trims
- Reviewed and analyzed pre-production garments
- Assisted in developing color and concept
- Responsible for organization of tech packages, trims, washes, and graphics
- Managed interns

Education

- Pratt Institute Brooklyn, New York • B.F.A. Fashion Design with Honors