

Guillermo Sanchez

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SUMMARY OF QUALIFICATIONS:

- Achieved positive comp of 23% GM\$ for Old Navy “Active” performance line for 2011.
- Design North Face Logowear product, resulting in a +12% comp, \$4 million Retail.
- Elevated the product and achieve 67% above projected sales for “C9-Champion” product for Target.
- Experienced traveling overseas to work directly with factories to optimize product quality and reduce cost.
- Demonstrated ability to juggle priorities of design, merchandising and vendors while maintaining design integrity, meeting price targets and working within factories’ capabilities.

WORK EXPERIENCE:

Gap Inc. San Francisco, CA April ‘15-present

Freelance Senior Designer

- Design outerwear, woven bottoms, denim, woven tops.
- Manage/mentor assistant design and interns.
- Work with counterparts on executing and delivering offcycle outerwear.

ASICS America. Irvine, CA Freelance Offsite Project

Freelance Mens Running Designer

- Design Mens running product for Canada cold weather

VF Corp. Alameda, CA Sept ’12-April ‘15

The North Face, Logo Wear/Performance Training Designer

- Design training exclusive product for: DSG, Sports Authority, Urban Outfitters and ASOS.
- Manage workload with freelance designer and graphic designer.
- Design Mens “Mountain Athletics” active sportswear line.
- Merchandise, coordinate, and create line with product managers.

Gap Inc. San Francisco, CA April ‘10-Sept ‘12

Old Navy Mens Performance "Active" Designer

- Positive 45% Comp for 2012, \$19.2 million retail.
- Achieve cost targets by collaborating on product/cost engineering with production, fabric developers, and vendors.
- Responsible for managing: freelancer and assistant designer.
- Built strong partnerships with merchandising, production, tech, and visual to assort the line and development.

Champion, New York, N.Y. March ‘08-Jan ‘10

Freelance C9/Target and Champion Men’s Designer

- Design and develop following categories for active market: Golf, “To & From the Gym”, Compression, Basketball, and Running.
- Work directly with design manager and design director on “Brand Concept” direction and seasonal line development.

EDUCATION:

Otis/Parsons College of Art and Design, LA, CA May ‘95
Bachelor of Fine Arts, Fashion Design

PROFICIENT IN
FOLLOWING SOFTWARE: Adobe Software, Microsoft Office, and Web PLM.