

Jen O'Brien

APPAREL GRAPHIC & TEXTILE DESIGNER/
APPAREL ART DIRECTOR/ FREELANCE DESIGNER

I specialize in designing apparel with a focus on Graphic & Textile Designs for Junior's, Women's, and Girl's casual wear. I craft visually compelling and trendsetting designs that resonate with target audiences, ensuring your brand stands out. By blending creativity with market insights, I deliver unique apparel graphics and textile prints that enhance your product's appeal and drive sales.

email: jenob4designz@yahoo.com

cell: (562) 225-2239

linkedin: [linkedin.com/in/jen-o-brien-554b9948](https://www.linkedin.com/in/jen-o-brien-554b9948)

portfolio: www.jenob4designz.com

portfolio QR code: 

SKILLS

Adobe Illustrator & Photoshop
Apparel Graphic & Textile Design
Fashion Design
Creative Art Direction
Trend Research
Screen Printing
Print Management
Artwork Tech Packs
Print Separations
CAD
Merchandising

EDUCATION

Brooks College | Associate's Degree in Fashion Design | Long Beach | CA |
July 2002-Dec 2003

Clinton Community College | Liberal Art General Studies | Clinton | IA |
Aug 2001-June 2002

EXPERIENCE

FREELANCE APPAREL GRAPHIC & TEXTILE DESIGNER/ FASHION DESIGNER/
APPAREL ART DIRECTOR

Self Employed | Long Beach | CA | 2012-Present

*Collaborated with Companies on Projects Including: Cherokee, Lucky Brand, Love to Love, Joy Peace, & Roxy.

*Designing Apparel, Graphics/ Prints, Trend/ Research Boards, & line cads on projects from Concept to Completion.

APPAREL DESIGNER/ GRAPHIC, & TEXTILE DESIGNER/ APPAREL ART DIRECTOR/
PRINT COORDINATOR

Sweet Apparel Inc. | New York | NY | 2013-2022 (REMOTE)

*Launched the Junior's/Girl's/Women's lines for Graphic Tops, Fashion Tops, Dresses, Activewear, and Loungewear from the ground up as the company's first solo designer, and helped grow the design team, which now includes 10 designers.

*Created graphics, textile prints, & trend boards for each season.

*Partnered with Design Team, Sales Team, & Buyers on merchandising line cads for orders.

*Oversaw print production for all orders through to final production, supported by a trained assistant.

*Separated & created tech packs for all artwork orders including: sizing, placement, Pantone colors, & screen processes.

*Collaborated with companies such as: Rue21, YM, TJMaxx/ Marshalls, Ross, Burlington, Dollar General, Ardene, Charlotte Russe, Wet Seal, Cititrends, Fashion Nova, & Stage.

ASSOCIATE DESIGNER- GIRLS 7-16, 4-6X, & TODDLER

Hybrid Apparel | Cypress | CA | 2009-2011

*Developed a line for each market, incorporating screen tees and 5-10 new fashion silhouettes.

*Provided comprehensive tech packs for every new fashion silhouette.

*Authorized all fittings for new fashion designs.

*Led the creation of core artwork for screen tees and tops for Girls 7-16, 4-6x, & toddlers.

*Personally designed select graphics for screen prints and all-over prints.

*Developed trend boards for each season and market.

*Actively participated in product development, with a focus on Gift With Purchase (GWP) items.

*Trained and managed one main Girls Graphic Artist.

*Collaborated with other graphic artists in the department on various designs.

*Accompanied the Design Team to sales meetings with Kohl's, JCPenney, Sears/Kmart, Tilly's, and Walmart.

*Maintained close alignment with sales trends and consistently tracked best-selling items.

ASSOCIATE DESIGNER- JUNIORS/GIRLS TOPS & DENIM

Seventy Two Apparel | La Puente | CA | 2004-2009

*Created a line of casual clothing with graphic and print inspiration for every Junior market including: screen tees, tanks, hoodies, sweatshirts, and lounge wear bottoms for Bonafide Love.

*Worked with my own Graphic Artist and CAD Artist.

*Did some of the graphics myself for the screen prints and all over prints.

*Played around with some washes, bleaching, tie dyes, and burnouts in house, and also worked with the dye house vendors creating new washes.

*Worked directly with the vendors in China via email and Skype.

*The main companies we worked with were: Charlotte Russe, Rue 21, Wet Seal, Forever 21, DELiA*s, The Buckle, Torrid, Hot Topic, Tilly's, Zumiez, Journeys, Alloy, Maurices, Vanity, Macy's, Nordstrom, Charming Shoppes, Anchor Blue, Gordmans, Mandee, TJ/TK Maxx, Ross, Bealles, Gabriel Brothers, and Belk.

*The last few months I worked at Seventy Two, I designed the new denim line for A Fine Mess. I was in charge of designing/preparing the whole line including: fits, specs, etc.

*Traveled to Hong Kong and China to see our denim factory, wash/dye house, one of our main vendors office, shopped for fabrics in the stock market, and shopped around the stores for trend inspiration.