

Michaela Day

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EXPERIENCE

Soft Accessories Designer

Feb 2023 - Present

Fownes Brothers & Co., Inc. | New York, NY

- Independently designed Roxy accessories for womens, kids, and toddlers using market research, conceptual presentations, product design, tech pack creation, PLM system entry, color and sample review.
- Increased Dick's Sporting Goods bookings from 6,000 units to 10,000 units by producing fresh designs to the Roxy brand
- Acquired Target: All in Motion Cold Weather Accessories account through innovative designs and presentation
- Expanded Koolaburra accessories line to over 500 Kohl's stores across the country through independent design relaunch
- Collaborated cross-functionally with merchandising, sales, and production teams to accomplish company goals & daily communication with overseas partners

Freelance Accessories Designer

Nov 2022 - Feb 2023

Velvet Rouge for the GRAMMY Awards | Philadelphia, PA

- Hosted private consultations, photoshoots and fittings with leader singer and *The Voice* alumni, Gina Zo
- Designed, patterned, sourced, sewed, and beaded two pairs of custom gloves and a headpiece based on client feedback
- Featured work in PhillyStyle, the Jefferson Innovator, and CBS3 Philadelphia

Assistant Designer

Aug 2022 - Feb 2023

NYC Alliance | New York, NY

- Assisted in design at all stages with guidance of designers including sketching, detail sketches, tech-packs, and presentation boards
- Coordinated sample process to ensure samples are produced and delivered on a timely basis
- Performed market research to understand customers and to identify new trends, fabrics, techniques, etc.

Intern

May 2022 - Aug 2022

Anna Sui | New York, NY

- Assisted in fittings by taking fit notes and photographing samples alongside Anna Sui
- Processed and inventoried samples appropriately for distribution
- Organized technical packages to development teams around New York City
- Created fabric boards for design and production meetings

Textile & Costume Collection Archivist

Sep 2021 - May 2022

The Design Center at Jefferson University | Philadelphia, PA

- Modified museum archive using PastPerfect to increase archival accuracy and expand database
- Curated a window exhibition on campus showcasing gloves and handkerchiefs from The Design Center collection
- Examined historical costumes by writing specs and comments for their respective files

Intern

May 2021 - Aug 2021

American Hats, LLC. | Philadelphia, PA

- Overhauled hat block digital catalog to include videos and images of over 500 hat block styles
- Selected hat shapes and materials that would be appropriate for customer's needs

EDUCATION

Bachelor's Degree in Fashion Design | Thomas Jefferson University

- Summa Cum Laude
- Additional Programs: Short Course Abroad-Paris & New York Fashion Immersion

Certification in Fashion Design & Merchandising | Ocean County Vocational Technical School

- Valedictorian
- Additional Programs: Craft Advisory Committee & Family, Career and Community Leaders of America (FCCLA)

ACCOMPLISHMENTS

Top 10 Finalist in the International Sakura Collection Fashion Competition

Oct 2022

Creativity in Design Award & Selected for Display at Jefferson University

May 2022

Outstanding Work in Fashion Design & Merchandising Award

June 2018

Winner of the Portfolio Review Day Four Year, Full-Tuition Scholarship

Feb 2018

Second Degree Black Belt and the Title of *Sensei*

Dec 2017

SKILLS

Fabric Identification | Fashion Illustration | Hand Knitting | Hatmaking | Trend Research | Sewing | Draping | Pattern Making Initiative | Curiosity | Critical Analysis | Collaboration | Written and Verbal Communication | Organization
PLM Systems | CLO3D | Tech Pack Development | Microsoft Office | Adobe Photoshop and Illustrator