



Alicia Akrie

New York, New York

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 412.916.1539

 www.aliciaakriedesigns.com
www.liveunleashed.com

DESIGNER & DIGITAL CREATOR

A passionate and disciplined professional with experience working for digital, client based, and product-oriented companies both autonomously to accomplish complex tasks and with a team on multifaceted projects from creation to completion. Skilled in creatively articulating multilayered content, communicating detailed results and outcomes, and inputting, maintaining, processing data in an efficient way with a plethora of diverse stakeholders.

KEY SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign

Storyboarding
Apparel draping & construction
Strategic planning

Customer relation & retention
Critical thinking skills
Exceptional organisational skills

PROFESSIONAL EXPERIENCE

Digital Content Creator New York, NY

Nov 2023 - Present

Responsible for generating engaging and relevant content for various platforms including websites, social media, and blog via writing articles, creating graphics, producing videos, and social media account management. Collaborate with marketing teams to ensure content aligns with company brand and goals. Work with a broad clientele based including Macy's, Pair Eyewear, Vooglam, Full Collective and Celeste Sol. Creator of "Live unLeeshed" - A blog dedicated to the exploration of faith and fashion. My mission is to empower and equip women to show up for themselves by reimagining their wardrobe, one piece at a time. "Wear Your Things! and take up space. Freedom looks good on you!"

American Eagle & Aerie | New York, NY

Feb 2022 - Oct 2023

Freelance Womens Wovens & Denim Designer

Worked closely with design directors and team to design category specific product based on overall design direction given for Woven Skirts, Dresses, Denim Skirts & Shorts for AE and Aerie; overseeing all design aspects for international Womens Wovens categories. Interact with merchants and vendors to develop working partnerships, perform daily follow-ups using email and PLM, and maintained daily classifications including fit session notes. Create presentations for each season to illustrate design direction and fabrication for design directors. Connect with production partners and cross functional teams. Comment on lab-dips, wash submits and trim finishes. Collaborate with merchant partners to present, style and allocate styles per season.

One Jeanswear Group | New York, NY

May 2021 - Aug 2021


Freelance Designer, Womens Denim


Lead all denim design development for Walmart Private Label brands Terra & Sky, No Boundaries, and Sofia Jeans by Sofia Vergara and Scoop. Responsible for product design process to include market research, conceptual presentations, design and guidance through fabric, print, spec and fit processes. Responsible for creating and uploading CADs and techpacks onto Centric PLM for cross functional team access and support with overseas manufacturers. Worked closely with Creative Directors and Buyers to showcase styling for upcoming collections during live model reviews.

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Zinntex | New York, NY

Mar 2020 - Dec 2020

Designer, Womens Denim & Wovens

Led design direction for Avenue's FW 18/19 denim collection that was featured in O Magazine, for "denim styles of the season". Drafted technical CADs and oversaw fabric & trim selection for external clients that included Christopher & Banks, Shop HQ, Walmart, Ashley Stewart, and Burlington. Virtually supported the team by communicating with factories and suppliers overseas ensuring quality product output, reviewing lab dips & strike offs, cataloguing wash samples, and maintaining wash library.

Fleet Street Ltd | New York, NY

Oct 2017 - Feb 2019

Associate Designer, Outerwear

Collaborated with Creative Director to develop new product ideas and design for KENDALL + KYLIE and Kensie Outerwear collections. Worked with the Creative Director to design and develop KENDALL + KYLIE Fall 18 outerwear collection that was featured on Macy's billboard in 2018. Developed creative product placement strategies for the sales team to ensure product sell-through, which led to a 28% increase in sales for Q2 in 2018. Worked closely with fabric suppliers and sourced fabric/trims locally to be sent overseas. Catalogued sample library and managed daily communications between cross functional teams.

Zinntex

Feb 2015 - Oct 2017

Associate Designer, Womens Denim

Designed and drafted a range of compelling visual materials for in-house brands and external clients. Worked closely with Creative Director to create product strategies. Illustrated selected garments for tech packs, coordinated file storage, and data maintenance in PLM. Managed aspects of budget and production calendar.

EDUCATION

Savannah College of Arts & Design, BFA
Atlanta, GA

Sept 2010 - May 2013

Major: Fashion Design