ANGELIKA CORRENTE

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Summary of Qualifications

* 30+ years of experience as a Designer and Design Leader within the corporate retail environment, both high volume and specialty markets
* Unique combination of exceptional creative ability and operational proficiency
* Excellent problem solving ability particularly as it pertains to operational efficiency within the cross-functional branches of a corporate environment
* Strong communicator amongst executive leadership cross-functional teams. Ability to distill and communicate leadership objectives in an effective, timely and concise manner to large teams of creative designers
* Highly skilled trend forecasting abilities using a combination of intuitive instincts and trend forecasting data

Creative Design Leadership Experience

**MAY2014 - PRESENT / CREATIVE DIRECTOR / BRAND BUILDER / SINGLE DRESS, LOS ANGELES, CA**

* Redefined the Single Dress design aesthetic elevating not only the design content, but the visual presentation to the executive leadership teams. (This ensured all stakeholders had a clearer visual understanding of product direction, enabling merchandisers to be more accurate with their buying strategy)
* Recruited, trained and mentored a “best in class” design team which served as the standard of excellence to which the other brands within the company modeled themselves to
* Identified critical design software infrastructure updates that needed to be made in order to ensure the company was up to speed with competitors
* Identified the need to update the color and print archive department. Directed the implementation of a new process of organization and usability. This not only solved several workflow issues, but resulted in immediate, significant cost savings
* Consolidated base fabrications and vendor supply chains resulting in an immediate reduction in AUC (average unit cost), maximizing profit margins without sacrificing design intent
* Created a design job description document which outlined the required qualifications and expectations of each level, clarifying the succession planning process for the entire design organization

**MAY2011 - FEBRUARY 2014 / CREATIVE DIRECTOR / WGSN, LOS ANGELES, CA**

**Notable accomplishments**Created a distinctive brand design aesthetic for the WGSN denim and active divisions, increasing profitability and market share year over year

* Created a format of visual concept presentations which other divisions adopt
* Devised a cross-functional time and action work plan which streamlined the ability for all stakeholders (ie. design, editors, sales, technical web design teams) to work more seamlessly together.
* Recruited, trained and mentored a world class design team.
* Strategic planning of content for online trend forecasting service and day to day team management
* Forecast seasonal concepts with emphasis on commercial key items
* Lead design team to exceed company financial objectives through innovation, editorials and forecasting
* Responsible for Identify and select color, fabric, fit, finishes, trim and wash techniques
* Partnership with WGSN London non-denim product categories, Customers, Graphics Team and Vendors to forecast and report newness and direction in the denim and active markets
* Implement and follow the development calendar deadlines

Relevant Experience

**DEC. 2007 - MARCH 2011 / DESIGN DIRECTOR / SUNRISE BRANDS INC. LOS ANGELES, CA**

**KITSON LA** :- Launched YC Women's, Young Men's and Kids / Fashion Jeans wear Apparel / Active, Knits, Denim and Outerwear

**DKNY JEANS**:- Product revitalization and design consultant / Women's, Plus and Men's Contemporary Jeans wear

**REROCK JEANS FOR EXPRESS**:- Product expansion, new categories introduction / Contemporary knitwear and Non-Denim

* Strategic planning for multiple lines architecture and development calendars
* Direct seasonal concepts with emphasis on key items
* Lead design team to exceed company financial objectives through product innovation
* Responsible for Identify and select color, fabric, fit, finishes, trim and wash techniques
* Partnership with Merchandisers, Graphics Team and Production Team to maximize creativity and meet margin requirements
* Implement and meet all development calendar deadlines
* Manage multiple Licensed Approval processes through presentations and Li censors sign offs
* Seasonal platforms and Product presentations to Company sales Execs. and Merchandisers
* Design accountability for end product meeting aesthetic and financial criteria

**NOV.  2006 - DEC. 2007 / CREATIVE DIRECTOR / LOS ANGELES, CA**

SINGLE:- New brand product division (S LINE)  YC Knits

**JAN. 2005 - OCT. 2006 / CREATIVE DIRECTOR / NEWPORT BEACH, CA**

CFL WEST :- Private Label / Proprietary Brand Product Development for:- Denim, Knits, Woven, Sweaters and Soft Accessories.

DOUBLE A, VOLCOM, GUESS, ARDEN B., BEBE and HOT TOPICS

**JAN. 2004 - DEC. 2005 / DESIGN DIRECTOR /  LOS ANGELES, CA**

PAUL DAVRIL / SKETCHERS :- Casual Apparel License / Mid Tier - Juniors Knit & Woven tops, Denim / Non-Denim Bottoms Collection

**1994 - 2003 / DESIGN DIRECTOR / SAN FRANCISCO, CA**

LEVI STRAUSS & COMPANY:-  Red Tab Juniors Directional Denim Concepts, Quick releases

Women's Fashion Denim Collection, Inspired by Levi's Famous archives / Rebellious forward styling / Created new twist to traditional Jeans wear Directed tops, bottoms, knits and woven fabrications / hands on product development / Created Innovative and experimental washes and finishes to compliment and expand Levis Brand Portfolio

**1994-1998 / SENIOR DESIGNER / SAN FRANCISCO, CA**

LEVI STRAUSS & COMPANY:- Silver Tab Juniors / Red Tab Premium Juniors / Misses/ Juniors Red Tab

Created 200 new styles a season/ Research and define trends in the US, Japan and Europe / Coordinated business strategies with Marketing and Sales / Prepared fashion shows, photo shoots / Managed production cycle / Consistently met financial budget and goals / staff of eleven

SILVER TAB JUNIORS TOPS & BOTTOMS :- Urban lifestyle / Introduction of Non-Denim Performance fabrics e.g. coated, sandblasted,    brushed etc. mixed with Denim to create a Hip-Hop inspired Non Traditional fashion collection

RED TAB PREMIUM:- Defining a higher quality price point denim by Designing and introducing an upscale product to attract the premium customer and retail doors e.g. Barneys , Fred Segal's and Levis stores

RED TAB JUNIORS:- Established strong leadership positioning in women's Jeans wear market by creating new innovative products focusing on fit, fabric and finishes / Super Low fit, Lightweight Stretch Denim and fashion washes / updated the women's offering to feminine

MISSES RED TAB:- Created new niche and  Business Opportunity by introducing Two Fit categories, Classic and Contemporary

specifically designed to address the over 35 consumer thus establishing new leadership in the Missy market

**1993 - 1994 / DESIGNER / GUESS? USA,**  **LOS ANGELES, CA**

Juniors and Pre-teen divisions / denim and related separates

Professional Skills / Abilities

* Capable of delivering effective product presentations to large audiences (500+ people) as well as smaller groups of critical, executive stakeholders, investors and boards of directors
* Extensive experience traveling internationally, building strong relationships with vendors in Asia. Capable of organizing and leading groups of designers on trend forecasting trips throughout Europe and Asia
* Excellent Adobe Photoshop & Illustrator hands on ability. (This enables me to effectively lead creatives as I am able to underscore creative direction with clear visuals of what the desired outcome should look like)

**EDUCATION** Otis Parsons Institute of Technology :- 1986-1990 / BFA / Fluent English, Russian & Italian

**EXTENDED STUDIES**:- LEVIS Corp. Presentation, Leadership and Diversity / Team Building

**References Available Upon Request**