

# theaperez

Creative Director | Knit & Print Designer | Trend Forecaster | Color Strategist

## PROFILE

Commercially-minded Creative. Senior Print & Knit Design Leader developing brand-right, trend-forward print and color stories for global fashion and home brands. Expert in textile design, sweater development, and collection building across multiple categories.

Inspiring and managing creative teams, aligning seasonal direction with business goals, and driving sales through compelling, customer-focused design.

Innovation, collaboration, and storytelling through surface design.

## CONTACT

phone: 617-529-8432

portfolio: [theaperezdesign.com](http://theaperezdesign.com)

email: [thea@theaperezdesign.com](mailto:thea@theaperezdesign.com)

## SKILLS

- Print design for: swim, activewear, sportswear, paper, hard goods, home
- Extensive sweater design experience
- Adobe Creative Suite - Illustrator Photoshop, InDesign, Fresco
- Experience with CAD softwares: NedGraphics, Color Matters, Primavision
- Experience with PLM systems
- Trend forecasting & color direction
- Fashion illustration
- Excellent verbal and written communication
- Strong presentation skills
- Comprehensive collection design
- Design team leadership; team building; mentorship
- Deep understanding of how to interpret trends for a specified target audience
- Consistent track record of increasing sales and producing on-trend product aligned with brand aesthetic

## WORK EXPERIENCE

### Sr. Print & Surface Design Manager | Spiraledge

2022 - Present

Lead seasonal print development across textiles and hardgoods for the #1 competitive swimwear retailer in the U.S., aligning visual identity with brand goals.

Design original prints and graphics across swimwear and hardgoods, balancing aesthetic vision and brand direction with commercial appeal.

Communicate with overseas vendors on development, providing precise strike off feedback ensuring print quality and color accuracy.

Manage external contractors, ensuring timely delivery and brand consistency across all deliverables.

Collaborate cross-functionally with product, marketing, and sourcing teams to align creative and production goals.

### Founder / Creative Director | Polychrome, LLC

2016 - Present

Founded and lead a global print and trend studio for apparel, home, and hard goods markets.

Lead concept and color palette development, trend research and interpretation, creating aspirational and commercial print collections.

Manage remote team of designers and freelancers, driving timelines, briefs, and client communications.

Produce exclusive and custom graphics and print patterns for clients including: Samsonite, TJX, Talbots, Peach Activewear, Sigrun Tennis

### Owner / Design Director | theaperezdesign

Ongoing

Consult on end-to-end design projects for fashion and lifestyle brands, including concept development, product design, and new line launches.

Provide creative direction, print design, and knit design across multiple categories including cut & sew knits, sweaters, and wovens.

Projects ranging from seasonal trend direction for global retailers to concepting and developing new product lines for emerging brands.

Manage any subcontractors brought on for large projects.

Client list includes: TJX/ Marmaxx, Lucia Burns, Life Is Good, VisYoga, J. Jill, Tricot Industries, Chadwicks, Coldwater Creek

### Senior Designer | Boston Apparel Group

2007-2009

Created best-selling products resulting in a 300% sales increase in sweater sales my first year.

Responsible for concept, design, and development of all tops (sweaters, cut & sew, and wovens) for this womens catalogue brand.

Led concept-to-production design process, collaborating cross-functionally with sourcing, tech, and merchandising.

Mentored junior designers and contributed to team development and process improvements.

## EDUCATION & OTHER EXPERIENCE

Rhode Island School of Design - B.F.A. Apparel

Susan Bristol - Senior Knitwear Designer

Robert Scott / David Brooks - Knitwear Designer

Geoffrey B. Small - RTW Design Manager

Rhode Island School of Design - Adjunct Professor, Apparel Dept.

Lasell University - Adjunct Professor, Fashion Dept.