

Mark Alexander

Mark.Alexander.Design@gmail.com

markalexanderdesign.com

SOFTWARE

- Adobe Creative Suite ■ Microsoft Office Suite ■ Poincare for wovens
- Kaledo for wovens, prints, and knits ■ Texcell ■ Product Creator ■ Weave Creator ■ Quantum

EXPERIENCE

Designer for Tai Ping Carpets

November 2016 to Current

- Develop custom designs and adjust current collection art based on client briefs and concepts that take in consideration design aesthetic, scale, and end user experience.
- Engineer designs to align with and fit into highly detailed and strict architectural Plans.
- Create detailed tech specs to communicate with our overseas production team.
- Manage design requests and workflow to support the entire West Coast sales team.
- Merchandise the showroom and display case to highlight new collections as well as reflect current market trends.

Associate Designer for Macy's Luxury Home Textiles

April 2014 to August 2016

- Owned Jacquard classification category of business for Hotel Collection designing all bedding components: mattress top, sheeting, duvet cover/comforter, standard and euro shams, coverlet components, and decorative pillows; as well as seasonal accessories.
- Designed collections based on individual product performance, market demands, and color trends.
- Created original designs on Photoshop and Illustrator, met with studios to buy artwork, and modified purchased artwork to be brand appropriate by understanding the brand DNA, customer patterns, and competitive landscape.
- Assigned fiber content, weave structure, and yarn color to designs while directing CAD team to realize concepts.
- Presented conceptual and finished designs to Macy's Executive and Buying teams at concept, pre-line, and final buy meetings.
- Managed all domestic and overseas vendor relationships, creating tech packages for product sampling and design development while tracking sampling process, advised delivery deadlines, and kept a library of qualities for reference, resulting in a shorter design lead-time. Directed freelancer to create tech packages when workload is heavy.
- Traveled to design trade shows and shopped our competitors' assortments to understand market trends.
- Trained and managed assistant designer.
- Participated on panels and created video content for Macy's college recruiting program.

Assistant Designer for Macy's Men's Knits and Sweaters

June 2013 - April 2014

- Created CAD knit textures and color ways in Illustrator for sweater and knit flats.
- Created tech packs in Illustrator to share with vendors and overseas offices.
- Inspected samples and followed up with quality and fit comments.
- Used Photoshop to design original print designs for printing on jersey.

INTERNSHIPS

Macy's Home Textiles CAD Artist

June 2012 to August 2012

- Worked in a small group to create a new demographic-specific private label brand and presented the strategy to senior level executives.
- Attended weekly meetings with senior level executives from various areas of Macy's Private Brands.
- Assisted the Home Textiles department with concept and development of soft home collections for Macy's and Bloomingdales by using Photoshop, Illustrator, and Kaledo to create adaptations and repeats for textile print designs, and matched physical color to digital color.
- Analyzed vintage woven swatches and adapted woven structure for more costly production.
- Prepared and conserved artwork and antiquities for the textile library.

Ralph Lauren

August 2010 to December 2010

- Assisted the Men's Wovens design team to prepare presentation materials.
- Took direction from designers and sourced swatches based on their concepts.
- Organized the textile archives.
- Color matched Pantone swatches to antique textiles.

EDUCATION

- BFA, Textile and Surface Design, Fashion Institute of Technology, May 2013, Summa Cum Laude

AWARDS AND ACCOLADES

- Home fashion association 2013 scholarship.
- JP Stevens and Company, Inc. 2010-2011 Scholarship.
- First designer to be admitted to the Macy's Executive Development Program.
- Sara Campbell silk painting master class: work displayed at West Elm for the book launch.

EXHIBITED WORK

- New York Sustainability Conference, 2013
Handwovens made of cassette tape and water-based printed fabric designs.
- Museum at FIT Bachelors Degree Show, 2013
Handwovens, hand screen-printed pocket squares, and jacquard woven fabrics.
- Museum at FIT Associate Degree Show, 2011
Studio techniques, dye resist works, screen-printed wool and suede designs for the Textile Design Showcase as well as painted cotton fabric for the Menswear Showcase.

SKILLS

- Photography ■ Hand weaving ■ Menswear construction ■ Life drawing
- Painting with gouache and ink ■ Screen Printing ■ Digital Illustration ■