

# JESSICA LEE-SIEGEL

## Summary

**Innovative and customer-centric Product Design and Development Lead** demonstrating expertise across product management for high profile companies in the apparel industry. Specialize in design and development of revenue-generating products with in-depth knowledge of garment construction, resulting in brand performance. Vast speed to market and global production sourcing experience, traveling internationally to design and perform trend and market research. Strong communicator, building solid relationships with cross-functional teams, senior leadership, and clients at all levels of the organization, focused on design of products that deliver a positive customer experience.

## Core Competencies:

Product Design & Development | Concept & Design | Presentations | Creative Direction | Business Acumen | Production Sourcing | Fashion Illustration | Fabric & Yarn Knowledge | Cross-Functional Collaboration | Team Leadership | Trend & Market Research | Relationship Management | Costing | Technical Sketches | Technical Packages | Garment Construction | Factory Communication | Creative Problem-Solving | Strong Written & Verbal | Communication Skills | Organizational Skills

## Career Experience

**TJX Companies**, Framingham, MA  
Product Manager (Apr 2024 – present)

**337 BRAND**, Boston, MA  
Founder/ Product Design & Development (Feb 2017 – Apr 2024)

Built brand from the ground up focused on increasing market presence and revenue expansion selling through direct-to-consumer, wholesale, and drop-shipping. Drove the vision and brand development of the eco-friendly collection consisting of tops, bottoms, and dresses, leading talented team across the design and development process. Developed and implemented merchandising and sourcing strategies to ensure minimal cost, high quality, and on time delivery.

- Drove continuous improvements to design and development process through identification of inefficiencies and implementation of best practice tools.
- Collaborated with partners to understand customer buying behaviors, competitive landscape, and market trends, developing solutions to ensure cohesive brand messaging with a clear product projection.
- Built brand from ideation to execution, increasing gross sales by 65%.
- Generated innovative and cost-effective design solutions to meet customer and business needs in alignment with pricing architectures and financial objectives.
- Problem-solved complex challenges in execution of strategic product management, merchandising, design, and oversee all fittings, effectively communicating recommendations to cross-functional teams and factories.
- Expanded brand recognition through multichannel marketing activities, digital media, editorials, and pop-up events.
- Demonstrated strong sourcing expertise to acquire new manufacturers, fabric mills, and trim suppliers to accommodate company growth and assist with production of new products.

**G-III APPAREL – Eliza J & Vince Camuto**, New York, NY  
Senior Designer (Nov 2021 – Aug 2022)

Results-oriented Senior Designer deploying best practices in the artistic design and development of Sweater Dresses, leading the creative direction of the seasonal collections. Delivered presentations to senior leadership on trend analysis and product designs.

- Cultivated a cohesive and measurable strategy to enhance brand by performing extensive industry trends analysis, setting the trends direction for seasonal colors, yarn, and stitch innovations for the brand.
- Launched Fall 2022 and Spring 2023 designs on Dillard's, Nordstrom, and Macy's platform, increasing brand awareness and sales revenue.

- Optimized industry strengths and competitive analysis to successfully identify opportunities for new merchandising and product concepts, advising Technical Design team and collaborating cross-functionally to translate creative design into commercially viable products.

#### **MACY'S & NEW YORK & COMPANY, New York, NY**

**Freelance Senior Designer (Nov 2016 – Feb 2019)**

Executed strategic initiatives in the design and development of collections for Downtown Casual Sweaters at NYCO, and Sleepwear at Macy's, collaborating with teams to ensure optimal performance. Coached and supervised Assistant Designer on multiple design projects, effectively communicating design strategy to achieve brand enhancing and revenue generating products.

- Drove strategic direction in execution of flat sketches, tech packs, knit down requests, and pattern layouts for new product development based on research and analysis of industry trends.
- Partnered with the Technical Design team on improvements through assessment of fittings.

#### **CONTEMPO GROUP – C2 INC., New York, NY**

**Designer (Aug 2015 – Nov 2016)**

Implemented processes and strategies to ensure consistent achievement of performance goals in design and development of collections for the Contemporary Loungewear brand. Cultivated productive relationships with high profile clients and leading industry brands including Dress Barn, QVC, Marshalls, and TJ Maxx, expanding company growth and delivering a positive customer experience. Performed market research by analyzing competitors' in-store and online products. Directed and mentored the Assistant Designer on seasonal concept direction and brand messaging.

- Demonstrated innovative design expertise and strong leadership in design of high-volume categories, generating up to \$1.0M in sales.
- Traveled overseas for seasonal line development and innovation through onsite communication of the design intent. Performed international trend and market research.
- Increased sourcing knowledge of suppliers through attendance at multiple trade shows.

#### **Additional Experience:**

**Freelance Designer, Sweaters – Victoria's Secret, NY (2012 - 2015)**

**Associate Designer, Sweaters – Fashion Avenue Knits, NY (2011 - 2012)**

**Assistant Designer, Sweaters – Golden Touch Imports, NY (2009 – 2011)**

**Assistant Technical Designer, Cut & Sew Knits, Sweaters, Wovens – The J. Jill Group, Boston, MA (2008 – 2009)**

#### **Languages**

English, Cantonese

#### **Tools & Technologies**

Adobe Illustrator, Adobe Photoshop, Microsoft Office Suite, PLM, 3D Sketching, AI Design