

MARY CLARK | DESIGN DIRECTOR

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I'M LIKE A TRAVEL AGENT FOR YOUR BRAND. I lead teams through the full product life cycle. I see the beauty of where you are going, the experiences you want to have, and create a successful journey from start to finish by clearly guiding your product vision from concept to launch and beyond. Clients include:

STARTUPS: GSTQ | Inphorm NYC | Lotto NYC | Andbox / NYXL | RBW Lighting

LEGACY BRANDS: Ralph Lauren | The Metropolitan Museum of Art | Cutter & Buck | Joe Fresh | BCBG Max Azria

SKILLS

DESIGN / MERCHANDISING

- Color and Concept Development
- Trend Research and Analysis
- Presentations
- Line Development and Assortment
- Competitive Research/Analysis

PRODUCT DEVELOPMENT

- Sourcing and Vendor Relationships
- Domestic and Int'l Travel
- Material Sourcing and Development
- Calendar & Time Management
- Costing and Negotiation

BRAND

- Brand Positioning/Development
- Strategic Partnerships
- UX / UI
- Photoshoot Planning
- Content Creation Planning

LEADERSHIP

- Performance Management
- Strategic Planning
- Mentoring and Team building
- Problem Resolution/ Decision Making
- Budgeting

EXPERIENCE

DESIGN / DEVELOPMENT CONSULTANT | Apr 2021 - Present

Lead teams in trend / concept research and competitor analysis. Utilize expertise in factory and material sourcing, pricing/negotiation and fostering strong vendor relationships. Direct line building, design and brand development as well as strategic creative direction (UI/UX, photoshoots, brand partnerships and content creation):

INPHORM NYC | NY, NY | Apr 2018 - Apr 2018, Sep 2023 - Present: *Inphorm is a tennis, golf and athleisure company for Womens, Mens and kids apparel*

- Lead seasonal research for color, concept, silhouette and competitive trends for 3 seasons
- Formulate trend and market presentations for sales and business partners.
- Develop assortment, making sure product is well merchandised and cohesive.

GSTQ | NY, NY | Jan 2023 - Present: *GSTQ is a lifestyle startup founded by Dany Garcia merging luxury apparel with an active sensibility*

- Develop design ideas and provide recommendations for seasonal themes and concepts.
- Engage with cross functional leaders and teams to drive resolution of issues in Design, Tech, and PD.
- Increase process efficiency by implementing and streamlining development processes.

GMI USA CORP (LOTTO/HANDED) | NY, NY | Apr 2021 - Sep 2022: *GMI USA Corp is a footwear licensee company specializing in design, sourcing, and distribution D2C and B2B. Major accounts include Nordstrom, Saks, Bloomingdales, Macys, Kohls and Zappos.*

- Developed brand strategy and design vision for 2 Italian based apparel startup labels (streetwear and sustainable luxury fashion).
- Analyzed competitors and market trends to create accurate brand positioning, merchandise plans and methods for monitoring KPIs.
- Led and mentored teams on strategy, collaborations, activations, photo shoots and other content creation and increased engagement through conception and execution of innovative creative campaigns.

SR. MANAGER - CONSUMER PRODUCTS | NY, NY | Apr 2019 - Apr 2021

NYXL (formerly ANDBOX): *NYXL is an esports company representing NY Subliners (Call of Duty) and NY Excelsior (Overwatch) teams.*

- Created new development process by utilizing domestic manufacture, reducing time-to-market from 8 months to 6 weeks.
- Provided aesthetic direction and prioritized workflow for 4 seasons / 7 influencer collections, increasing revenue by 20% in 1 year.
- Spearheaded implementation of survey data from 75-100 Discord subscribers. Used this data to better understand customer journey /experience and target audience leading to improved assortments and 15% reduction in development costs

PRODUCT MANAGER / DESIGN LEAD | NY, NY | Sep 2016 - Dec 2017

THE METROPOLITAN MUSEUM OF ART

- Led category vision for over 500 SKUs per season while identifying strategic partnerships and collaborations to enhance special exhibitions and grow brand awareness.
- Strategized the growth of sales and innovation for all categories of product through vendor sourcing, buying plans and iterating on customer feedback from store locations, online (DTC) and offline (catalog) resulting in increased sales +17% year over year

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EXPERIENCE CONT'D

DESIGN / DEVELOPMENT CONSULTANT | NY, NY | Dec 2014 - Jul 2016

RALPH LAUREN

- Collaborated with Design Director on sweater concept and yarn development and directed vendors on fabric development to ensure prototype pricing met brand parameters.

PRODUCT LINE DIRECTOR | SEATTLE, WA | Oct 2006 - Apr 2014

CUTTER & BUCK

- Led team of Designers, Merchandisers and Technical Designers. Set vision and strategy for seasonal product. Initiated line plans in collaboration with Sales and Inventory Management

EDUCATION

BS TEXTILES AND APPAREL DESIGN, Cornell University

CERTIFICATIONS

UI UX Certification, Avocademy | Oct 2022

Graphic Design Specialization, Calarts | Sep 2020

UI UX Foundations, Designlab | Oct 2021

Digital Product Management, University of Virginia | Feb 2020