

Christa Camp

New York, NY | christarosecamp@gmail.com | 724.581.7716 | www.christacamp.com

EDUCATION

Fashion Institute of Technology, State University of New York

New York, NY

Associate in Applied Science, Illustration | Bachelor of Fine Arts, Fabric Styling GPA: 3.9

Earned May of 2021

- **Relevant Coursework:** Digital Design, Trend Forecasting, Art Direction, Pattern Design, Fashion Styling
- **Awards/Honors:** Fabric Styling Department Medal Recipient and Valedictorian, Runway Club Secretary

WORK EXPERIENCE

PPI Apparel Group

New York, NY

Intimates Apparel Designer

August 2024-current

- Designs commercially viable intimate apparel products for six women's private label brands within the mass and contemporary market
- Creates design sketches, line sheets, color cards, and CADS for seasonal collections
- Develops prints, patterns, illustrations, and textile graphics for seasonal collections, ensuring a seamless integration with silhouettes and materials
- Presents designs to internal leadership and cross-functional teams
- Produces technical packages, focusing on construction, fabrication, and finishing techniques
- Reviews lab dips, quality submits, and production samples with key partners across Merchandising, Marketing, and Product Development teams
- Maintains an acute awareness of fashion, art, culture, and graphic trends, infusing a fresh perspective into design proposals

Cider

New York, NY (remote)

Junior Art Director (Graphic Designer, Trend Forecaster, Digital Art Director)

June 2021-August 2024

- Researches trends and creates design concepts for merchandise and marketing deliverables
- Develops graphics and repeat patterns for brand-right apparel
- Designs 15-20 weekly static and animated graphics for the brand's Instagram and TikTok accounts
- Acts as a digital art director by curating content for the brand's 5.2+ million follower Instagram account
- Serves as the lead trend forecaster within the company and produces weekly reports highlighting key opportunities for merchandising and marketing teams
- Strongly utilizes sketching and digital illustration skills, mood board creation, photo retouching, and animation techniques while designing

Fashion Snoops

New York, NY (remote)

Pattern and Graphics Intern

January 2021-May 2021

- Conducted extensive trend research focusing on patterns and graphics across apparel and home markets
- Defined current and upcoming seasonal trends through market research and analysis
- Produced the copy and formatting for the trend reports utilized on the company's database

SKILLS

- **Adobe Software:** *Illustrator* (advanced), *Photoshop* (advanced), *In-Design* (proficient), and *After Effects* (proficient)
- **Additional Digital Software:** PLM Software, Microsoft interface, Keynote, Figma, Dash Hudson, Later, Fashion Snoops database, WGSN database, EDITED database