

MEGAN SERRANO

Fashion Product and Packaging Design Manager

+1-908-601-7434 Middletown, New Jersey www.meganserranodesigns.com meganserranodesigns@gmail.com

SUMMARY

A passionate, creative and multifaceted design professional with over 20 years of experience in fashion accessories product design, packaging design, product development, merchandising, manufacturing, sourcing, and team management. Committed to creating and developing fashion forward designs while maintaining customer satisfaction and increasing sales.

EXPERIENCE

Product & Packaging Design Manager

February 2024 - Present

New York, NY

Azzure Home

Azzure Home is a home decor manufacturer with fashion forward and on trend collections across multiple home goods categories at the best prices in the industry.

- Lead designer and manager for product and packaging in the Storage (soft/hard sided/utility) and Beauty (soaps/tools) divisions
- Forecast colors, trends, fabrics, and materials for each season along with sourcing new materials and trims from our overseas factories
- Created and implemented a design calendar, design procedures, and the organization systems of projects, presentations, tech sheets, artwork, seasonal color cards, swatches, and samples
- Attend sales meetings to work directly with the customers to support sales by introducing trends and innovative ideas for a custom design experience

Owner and Designer

September 2017 - October 2023

Middletown, NJ

Megan Ashley Designs

Megan Ashley Designs is an independently owned and operated business that creates custom social stationery designs and personalized handcrafted gifts.

- Created, designed, and produced custom social stationery and personalized gifts for clients in the following categories: invitations for weddings and social parties, announcements, save the dates, thank you cards, menus, signage, banners, place cards, table numbers, tote bags, favors, and gifts
- Collaborated with fellow stationers and calligraphy artists to help bring the customer experience to the next level
- Acquired dozens of clients over the years who kept coming back for repeat business and who continue to support my design and work ethic
- Sourced materials and suppliers and managed all sales margins to increase profits

Design Director

June 2016 - August 2017

New York, NY

NES Group

The NES Group is one of the largest jewelry manufacturers designing and distributing internationally in the Fine, Bridge, and Fashion markets.

- Worked together with the V.P. of Merchandising and the V.P. of Sales to obtain new business, increase margins by sourcing new suppliers and materials, and increase profits overall within the division
- Managed the design team, sample makers, and interns within the design and merchandising department
- Managed, delegated and oversaw all projects within the division
- Designed and developed product and packaging for multiple accounts
- Forecasted colors and trends for each season and managed all overseas trips for product development
- Attended sales meetings to work directly with buyers to spark ideas and new development

SKILLS

Adobe CC (Illustrator, Photoshop, and Acrobat)
Microsoft Office (Word, Excel, and Powerpoint)
Proficient in Mac

EDUCATION

Certificate Program

Fashion Institute of Technology

October 2008

New York, NY

Adobe Illustrator CS4 and Adobe Photoshop CS4

Bachelor of Business Administration

Berkeley College

June 2007

New York, NY

Major: Fashion Marketing and Management
Magna Cum Laude, 3.9 GPA

STRENGTHS

- Multifaceted product and packaging designer, developer, merchandiser, and manager
- Team management, project management, organization and leadership skills
- Ability to research and analyze the market to help increase sales
- Expert in technical CAD skills for product development and knowledgeable in a variety of textiles, materials, & trims
- Strong sense of fashion and merchandising
- Proficient in forecasting colors and trends
- Excellent at creating mood boards and presentations
- Ability to mock up samples and packaging concepts
- Strong time management and organizational skills
- Excellent written and verbal communication skills
- Knowledgeable in sourcing suppliers and managing overseas development trips

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EXPERIENCE (CONT.)

Senior Designer

September 2012 - June 2016

NES Group

New York, NY

- Created organization systems for the department in order to have a cohesive and efficient system
- Created and oversaw the packaging sub-division for our fashion jewelry division and began offering those additional services to existing and new customers to increase sales and profits
- Arranged and managed overseas trips for development alongside with the V.P. of Merchandising
- Trained and managed the associate and assistant designers

Designer

August 2008 - September 2012

NES Group

New York, NY

- Collaborated with the V.P. of Merchandising to develop a fashion jewelry division and target specialty stores and big box retailers
- Designed and developed jewelry, watches, and packaging for our licensed brands
- Designed and developed collections and presentations for specialty and big box retailers
- Forecasted trends for each season and created trend boards for the showroom
- Traveled overseas to visit our factories and source new materials and product for upcoming seasons
- Managed all designs from design concept to specification sheets to communication with the factories and approvals of all samples

Product Design Assistant

June 2007 - August 2008

Capelli New York

New York, NY

Capelli designs, manufactures and markets on-trend private label and branded products for Women, Men, Teens, Tweens, and Kids.

- Reported to and assisted the Product Design Manager and associates in all areas of the Cold Weather Knit and Straw Hats and Bags department
- Created tech sheets and specification sheets to be sent to factories overseas for development, logged in samples, reviewed samples, and revised samples as needed
- Researched trends by going retail shopping and attending tradeshow
- Worked with the material department to source fabrics, trims, and yarns
- Collaborated with the assistants and associates from other departments to create trends boards for each season
- Assisted in administrative tasks such as the upkeep of the sample library, organizing binders, filing sales orders, merchandising the showroom and creating color cards for the season within our department

Assistant Designer

June 2003 - June 2007

Longstreet

New York, NY

Longstreet has been in business for over 50 years as a children's wear importer and held numerous licenses in children's apparel.

- Reported to and assisted the Head Designer of the Boys 8-20 Apparel Division
- Organized and arranged catalogs and samples
- Revised and finalized sales catalogs for the sales team
- Revised and finalized tech packs for factories overseas
- Researched fabric, color, and design trends for upcoming seasons

KEY ACHIEVEMENTS

- Collaborated with top management to build a fashion jewelry department from the ground up and turned it into a multi-million dollar division
- Implemented design calendars, file and project management systems, material and sample organization systems
- Versatile product and packaging designer with expertise in design and product development, a keen eye for merchandising, and ability to help increase sales
- Expanded my skillset and created a packaging sub-division to expand services to our customers
- Products featured in Accessories Magazine and fashion shows
- Worked with notable celebrities and fashion brands throughout my career as lead designer of all licensed brands
- Experience working with all levels of mass market retailers such as Walmart, Target, Kohls, Homegoods, TJ Maxx, Burlington, Homesense, Winners, Gabes, Bealls, Urban Outfitters, Francescas, Five Below, Spencers, Hot Topic, and more
- Created and developed brand identity for in-house brands for specific target markets to capitalize on trends and white space in the market

LICENSES

RACHEL ZOE
LOS ANGELES NEW YORK

BADGLEY
MISCHKA

FRIGIDAIRE

LAURA ASHLEY
SINCE 1953

MARVEL

XOXO

STEVE MADDEN

Apple
Bottoms



eckō unltd.