

MARY BETH GOODWIN

| 972.757.8742 | marybethgoodwindesign@gmail.com | Charlotte, NC | www.marybethgoodwindesign.com |

SUMMARY

I am a design executive with considerable experience in building and managing design teams in apparel, textile and home decor genres, that innovate and deliver results across retail and wholesale, both domestically and internationally. The core of my creativity is built upon my hands on experience as a designer, my innate understanding of how products are designed, made and manufactured, and my ability to identify relevant trends that resonate with a brand's core customer.

TECHNICAL SKILLS

Proficient in Adobe CAD software, Illustrator, Photoshop, InDesign and Bridge. Microsoft Office and Keynote. PLM software.

EDUCATION

BFA 1996 **SCAD**

Textile Surface Design/Fiber Arts

PROFESSIONAL EXPERIENCE

APPAREL DESIGNER-WOMEN'S MODERATE CASUAL RTW

BELK: CHARLOTTE, NC.....JANUARY 2017-PRESENT

- Creative vision of a 200 million dollar brand. Responsible for color, fabric, print, silhouette and key looks, based on trends.
- Manage the product life cycle to ensure quality and standards across all products.
- Research and create Trend and Concept boards per season. Determine color palette. Stay current on fashion trends.
- Define fabric and trim selections.
- Ensure technical fit maintains the brand identity.
- Manage, mentor and guide the apparel and textile design team, and design process.

DESIGNER/DESIGN DIRECTOR

MARY BETH GOODWIN DESIGN: CHARLOTTE, NC.....1998-2016

- Licensed, freelance and contract designer for various companies across multiple product categories.
- Designed bedding, bath, home decor, paper products, accesories, and apparel products in where surface pattern artwork can be applied.
- Chosen to design entire line of bedding, bath and kitchen textile products for Sarah Richardson of HGTV. Designs found on her website.
- CResearch trends in color, pattern and product development..

TEXTILE AND APPAREL DESIGNER-JUNIOR GIRLS AND CHILDREN'S

CNY APPAREL GROUP: CHARLOTTE, NC/NYC.....2012-2015

- Creative vision of Junior and Children's. Responsible for color, fabric, print, silhouette and key looks, based on trendsfor Target and Kohls.
- Lead the process to develop proprietary product to fit within the merchandising strategies.
- Collaborate with merchant teams to advise on trend and design consistent with brand standards and budgetary restraints.
- Manage departmental budgets, and adhere to and maintain a fast-paced product development time and action calendar.
- Participate on cross functional teams as assigned. Strategize on deliverables.

TEXTILE CREATIVE DIRECTOR

SPRINGS CREATIVE PRODUCTS GROUP: CHARLOTTE, NC/NYC.....2011-2012

- Managed the product development for licensees and design leaders within the company. Maintained a licensed product portfolio.
- Monitor and research current trends, and communicates findings with creative, product development, marketing and buying teams..
- Creative Director of 15 designers for proprietary brands. Shop the market and determine seasonal trends for color, textile fabric products.
- Lead the process to develop proprietary and licensed artwork for new fabric and product categories.
- Initiated and pitched a licensed product line to Genevieve Gorder of HGTV.

TEXTILE DESIGN MANAGER
JC PENNEY: PLANO, TX.....2008-2010

- Manage the creative vision in the textile print development, leading a team of 5 textile designers.
- Shop the market, both domestically and internationally, to determine trends for color, textile and apparel products.
- Work directly with the trend team on key looks for the season.
- Played an integral role in the launch of Flirtitude and Ambrielle. Two new contemporary and young contemporary brands.
- Partnered with cross functional teams on deliverables and adhering to the seasonal time and action calendar.
- 2009 Award for Excellence in Design Management.

SENIOR TEXTILE DESIGNER
JC PENNEY: PLANO, TX.....2005-2008

- Lead the process to develop and design original prints for three sleepwear and intimate apparel brands.
- Mentor and train textile design team members on process, execution and creative efforts to maximize sales.

TEXTILE DESIGNER
TARGET: MINNEAPOLIS, MN.....2003-2004

- Design and develop product lines in childrens sleepwear and apparel basics.
- Create apparel and textile product lines based on trend, color and market research.
- Present to buyers. Create sketches. Shop the competition on market trends.

TEXTILE DESIGNER
SPRINGS GLOBAL: CHARLOTTE, NC.....2001-2003

- Design and develop textile designs for bedding and bath.
- Create design boards to present to buying teams at national store chain levels.
- Create color palettes based on trend and market research.

CONTRACT RUG DESIGNER
SHAW INDUSTRIES: CARTERSVILLE, GA.....1996-1997

- Contract rug designer in the hospitality division of carpet squares.

DESIGNS IN THE PRESS

- Uppercase Magazine
- Threads Magazine
- shespeakstome.com
- WNYT Channel 13 (NBC Affiliate) News Segment
- Good Morning America

PROFESSIONAL REFERENCES

- Melissa Kossmann-Brand Manager-Belk.....845-5481938
- Virginia Feliciano-Sourcing Manager-Belk.....201-668-7791
- Ceri Reynolds-Design Director-JC Penney.....214-535-9916
- Sue Gregson-VP-JC Penney.....214-957-9555
- Ann Miller Finch-Assistant Designer-Belk (Direct Report).....919-740-0101