



# KATE FLOYD

ASSOCIATE FASHION DESIGNER



(205) 609-8902



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katefloyddesigns.com

## EXPERIENCE

### ASSOCIATE FASHION DESIGNER

Southern Shirt Company

June 2023 - Present

- Product development and color planning
- Assist with merchandising and research and development
- Communicate with overseas vendors
- Attend trade shows
- Coordinate team events

### JUNIOR DESIGNER

Southern Shirt Company

2022 - June 2023

- Product development and color planning
- Lead accessory designer
- Assist with merchandising and research and development
- Communicate with overseas vendors
- Attend trade shows
- Coordinate team events

### FASHION DESIGN ASSISTANT

Southern Shirt Company

2021 - 2022

- Measure samples
- Sample and fabric library organization
- Create CAD images of products
- Attend fittings and provide sample feedback
- Assist the sales team at trade shows
- Assist the marketing team with photoshoots
- Build tech packs for products

## EDUCATION

### MASTER OF ARTS IN INTEGRATED MARKETING COMMUNICATIONS

The University of West Alabama

Anticipated December 2023

### BACHELOR OF SCIENCE IN HUMAN ENVIRONMENTAL SCIENCES

The University of Alabama

Concentration in Apparel Design

August 2017 - December 2020

## SKILLS

- Adobe Illustrator
- Overseas Communication
- Product Development
- PLM System
- Project Management
- Google Analytics Certification