

Priscella Shum

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Design Director, Apparel

With over 20 years of experience, I have consistently driven growth and profitability for global fashion brands through innovative designs, building relationships with strategic partners, and effective team leadership. In just 2 years, I achieved a 166% growth in high-fashion apparel sales, generating a +100% increase in profits for both Pyer Moss Collection and Reebok by Pyer Moss. My trailblazing body of work merges storytelling, culture, and high-level craftsmanship, anticipating trends at the fashion-sport-culture intersection. Now, I'm eager to reignite my design passion and return to my roots as a creative visionary.

WORK EXPERIENCE

Design Director/Senior Designer (contract role)

Beauty For Kids, LLC • Los Angeles, CA, USA

11/2021 - 01/2023

BE. Kids is a children's brand committed to revolutionizing kids' apparel by introducing confident sizing and innovative styles meticulously crafted with the child's perspective at the core, ensuring sustainability throughout the product development lifecycle.

- Successfully launched the company and its e-commerce platform within 13 months. Oversaw brand design, product design, and UX Design for a children's clothing company with a team of four.
- Championed the development of a new e-commerce presence, overseeing website design in collaboration with an external agency, managing UX/UI design, content strategy, and the entire production and marketing asset pipeline.
- Applied a customer-centric approach to brand design, ensuring that product offerings catered to parent's and children's needs and preferences across various channels, enhancing customer satisfaction and loyalty.
- Established a consistent brand vision and maintained brand guidelines across all marketing touchpoints, ensuring the brand's vision and voice were faithfully represented both internally and through external partnerships.
- Provided direction and inspiration for the strategic and creative development of marketing campaigns, while managing art direction for product e-commerce campaigns and photo shoots in collaboration with an external ad/creative agency.
- Successfully prepared and delivered exciting presentations that included design strategy, our competitive landscape, and our competitive advantage, resulting in stakeholder buy-in and project approval rates.
- Solely responsible for creating and maintaining merchandising boards, ensuring the creation of an organized and efficient visual reference system that enhanced team collaboration and streamlined project workflows.
- Designed a full collection of children's apparel and accessories, executing and managing the entire process from initial concept through production, including graphic elements within 6 months of conceptualization.
- Created apparel and accessories cads and tech packs along with graphics and graphic tech packs for development and production while managing relationships, communication, and processes with overseas business partners.
- Effectively managed project budgets and timelines, ensuring successful project execution and delivery within the 13-month contract timeline.

Senior Design Director - Product

Pyer Moss • New York, NY, USA

09/2020 - 07/2021

Pyer Moss is a fashion brand founded in 2013 by Kerby Jean Raymond, known for its pioneering approach to fashion that blends the political and personal lives of Black Americans.

- Created custom collections for VIP clients, including Madam Vice President Kamala Harris, contributing to a historical moment in American politics during the inauguration dinner, and the HBO show *Insecure*, collaborating with renowned wardrobe stylist, Shiona Turini for the show's final season.
- Implemented innovative product designs with immersive storytelling, resulting in a heightened customer experience, to achieve a 166% growth in high-fashion apparel sales. These strategies resulted in a +100% increase in profits for the Pyer Moss collection and Reebok by Pyer Moss, combined.
- Directed the execution and implementation of creative product strategies, collaborating seamlessly with external teams to meet business objectives for key initiatives, such as Reebok by Pyer Moss, Your Friends In NY, *Insecure* collaboration, and the Exist to Resist program.
- Drove a 20% reduction in development costs by skillfully revising garment construction and negotiating prices, demonstrating a deep understanding of complex business dynamics, and establishing effective communication channels to foster trust with manufacturing partners.
- Revitalized design strategies to drive business outcomes, blending high-end design concepts while uncovering fresh opportunities within mid-range fashion distribution.
- Provided guidance and mentorship to designers as part of the non-profit initiative 'YFINY for Kering Group, including Raul Lopez from Luar, while also supporting three high-performance designers and mentoring two interns, both of whom secured job offers following their internship.

Global Design Manager and Senior Designer - Fashion Collaborations

Reebok International, Ltd • Boston

08/2019 - 09/2020

Reebok International, LTD is an American fitness footwear brand that was established by JW Foster in 1895 in England. Since 1958, Reebok has been a catalyst in the growth of the American footwear industry.

- Built and maintained collaborative relationships with influential partners, including Cardi B, Pyer Moss, Misbhv, Palace, Melody Ehsani, Awake, and Bodega, to name a few. Guided partners through the intricacies of our business processes, actively listening to their ideas and translating them into compelling designs and marketing concepts.
- Spearheaded the creative direction and seasonal design direction of each partner's unique vision, story, and messaging through design and product offerings. This approach cultivated market demand and effectively conveyed Reebok's positioning, fostering emotional connections with our consumers.
- A strong partnership with product development and sourcing teams led to cross-functional cost analyses for each product seasonally, resulting in a notable 10-15% reduction in production costs. This approach drove business plans and KPIs forward, optimizing design and production efficiency.
- Established, managed, and consistently communicated partner's brand voices, design visions, and identities to all business units, external agencies, and marketing campaigns, ensuring a unified and coherent internal and external brand expression.
- Delivered comprehensive presentations to senior executives, highlighting key insights, and consistently surpassing KPI targets by a margin of at least 10% over four consecutive years.
- Mentored and cultivated a high-performing team of four designers and collaborated with two external graphic designers, contributing to their professional development and growth.

Senior Apparel Designer - Classics & Training Apparel

Reebok International, Ltd • Boston, MA, USA

01/2015 - 11/2019

- Achieved consistent and substantial YOY growth, with net sales surging by +/-183% and buying volume increasing by +/-125% from the Fall/Winter 2016 season through the Fall/Winter 2019 season.
- Conceptualized and managed seasonal design direction, weaving exciting narratives through storytelling while overseeing apparel design for Reebok Classics and Training product lines.
- Provided guidance and support for the day-to-day design process, effectively leading the design team to ensure design consistency across global teams, seasonal milestones, and key touchpoints.

- Actively participated in various design events and milestone meetings, contributing to creative vision, design reviews, brainstorming, and POD meetings, leading to a 20% improvement in project ideation, collaboration, and innovation.
- Utilized data-driven insights from trend research and consumer behavior analysis to inform design decisions and product offerings, resulting in designs that resonated with target audiences and drove sales growth.
- Mentored and cultivated a small but high-value team of two apparel designers and a remote graphic designer, and collaborated with one external graphic designer, contributing significantly to their professional growth and development.

Apparel Design and Project Management

Yeezy X Adidas • New York, New York, USA

03/2013 - 10/2014

- Adidas Yeezy is a fashion collaboration between American rapper, designer, and entrepreneur Kanye West and German sportswear company Adidas. The collaboration offered sneakers in limited edition colorways, as well as apparel for both Men and Women.
- Reduced production time by 15% by streamlining the design and development process for Cut & Sew knits, resulting in increased efficiency and cost savings.
- Streamlined design process, sourcing unique vintage apparel, resulting in a 10% reduction in production time and increased time efficiency.
- Optimized CAD styles for seamless communication with the Adidas development team, resulting in a 15% increase in efficiency and 5% cost savings.
- Improved tech pack accuracy by 25% by creating detailed drawings and detailed garment comments, resulting in more efficient collaboration with the Adidas Germany team and increased product quality overall.
- Increased Kanye West's Yeezy Design studio efficiency by 20% by implementing new production flows, resulting in improved daily operations, and streamlined workflow.
- Led a team of 5 cross-functional individuals to create and implement highly successful product road mapping for Adidas Germany, resulting in increased production efficiency by 20%.
- Successfully facilitated collaboration between Kanye West and the creative team in NY and the development team at Adidas in Germany, resulting in increased communication and development efficiency.

Head Designer - Outerwear

Sean John Outerwear • New York, NY, USA

09/2006 - 05/2011

- Designed and showcased outerwear pieces for Sean John during the iconic "Making the Band" season 1, reaching over 5 million viewers.
- Collaborated with cross-functional teams to create innovative designs for women's outerwear that boosted brand recognition and drove a 15% increase in customer satisfaction.
- Introduced faux fur to the brand's outerwear collections in the early 2000s, resulting in a rise in customer satisfaction and a 10% boost in revenue.
- Spearheaded the creation of 2 successful design collections per season, including expanding to overseas markets.
- Develop detailed tech packs and design specifications for prototypes and production, ensuring that all designs met high-quality standards and adhered to fit and sizing guidelines. Working closely with factories overseas to resolve any fit or construction issues during the development process was integral to our success.
- Collaborated with cross-functional teams to develop and present top-performing outerwear designs, resulting in positive feedback from Sean "P Diddy" Combs.

Head Designer - Outerwear

Baby Phat Outerwear • New York, NY, USA

08/2003 - 09/2006

- Developed creative outerwear concepts for women that align with Baby Phat's brand identity and lead to a 15% boost in market share.
- Revolutionized outerwear by designing the iconic "Baby Phat Puffer Jacket", redefining early 2000's fashion culture and solidifying its presence as a cultural icon.
- Demonstrated proficiency in data analysis by conducting competitive market research, customer behavior analysis, and industry trend assessments, contributing to informed strategic decisions and market positioning.
- Collaborated with cross-functional teams to develop and present top-performing outerwear designs, resulting in positive feedback from Kimora Lee Simmons.
- Differentiated the brand's outerwear collections with cutting-edge designs featuring faux fur in the early 2000's, drawing in new customers and increasing sales.
- Develop detailed tech packs and design specifications for prototypes and production, ensuring that all designs met high-quality standards and adhered to fit and sizing guidelines. Working closely with factories overseas to resolve any fit or construction issues during the development process was integral to our success.

SKILLS

Adobe Creative Suite, Adobe InDesign, Adobe Photoshop, Aesthetics and Design History, Apparel Sales, Brand Awareness, Business Operation, Career Development, Color Theory, Communication, Content Strategy, Creative Development, Customer Analytics, Customer Journey Mapping, Customer Relationship Management, Design Analysis, Design Direction, E-commerce, eCommerce Software, Engineering Design Process, Fashion Design, Figma Software, Garment Manufacturing, Graphic Design, Marketing Campaigns, Market Research, Mentoring, Microsoft 365, Microsoft Excel, Microsoft PowerPoint, Pattern Making, Presentation, Process Printing, Product Concept, Product Design, Product Development, Product Planning, Project Management, Shopify, Slack Software, Squarespace Software, Storytelling, Strategic Design, Sustainability, Textile Design, Trends, Typography, User Interface Design, User Research, Web Design

EDUCATION

Bachelor's Fine Arts in Fashion Design

Miami International University of Art & Design • Miami, FL

06/2003

CERTIFICATIONS

UX/UI Design

Kickass UX

09/2023

Human Computer Interaction

Interaction Design Foundation

03/2023