



JASON MALONE

MEN'S & BOYS APPAREL DESIGN DIRECTOR



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OVERVIEW

- **Experienced, creative, and strategic Menswear Design Director** based in NYC, with a proven record in leading the design of innovative, trend-relevant apparel collections for global and domestic markets. Blends strong creative direction with strategic execution to deliver elevated, brand-appropriate design in high-paced, performance-driven environments.
- **Skilled in managing and mentoring** creative teams, vendor partnerships, and scaling resources to meet dynamic project needs. Highly organized and detail-focused, with strong project management capabilities.
- **Passionate about modern menswear, cultural storytelling, and boosting sales** through innovative design. Brings an inclusive leadership style, a collaborative mindset, and a focus on delivering high-impact creativity that drives brand relevance and growth.



EXPERIENCE (Current)

- **MAR 2022 - PRESENT • MEN'S APPAREL GRAPHIC AND TECHNICAL DESIGNER:**
RU: WAVE, KI DNM
Green Room Sales & Denim Artisan, New York, NY
 - **Co-creating** two new brands, RU: Wave and Ki Dnm, leveraging deep industry expertise from initial concept through market introduction.
 - **Developing trend-focused graphics** that resonate with target audiences using Adobe Illustrator, Photoshop, and Procreate.
 - **Generating and enhancing imagery** via Shutterstock and Vizcom AI, seamlessly integrating assets into original designs.
 - **Crafting comprehensive tech-packs** for graphic knits, wovens, denim, and outerwear to ensure precise production specifications.
 - **Introducing product innovations** through targeted sample shopping, enhancing the line's appeal and market relevance.
 - **Creating compelling sales merchandise boards** featuring original and AI-generated mock-ups to support commercial presentations.
 - **Liaising with ownership and sales teams** to align design calendars, control costs, and guarantee on-time, budget-friendly production.
- **SEP 2024 - MAY 2025 • MEN'S / BOYS APPAREL DESIGN DIRECTOR:**
RGSTR (REGISTER), SAINT LOUIE COLLAB
YJS Apparel, New York, NY
 - **Led product design strategy and execution** for RGSTR, aligning creative vision with brand and business objectives across design, development, and executive teams.
 - **Directed and designed** 90% of the Spring 2025 Men's/Boys Apparel collection and 75% of Fall 2025, from concept through final delivery.



PORTFOLIOS & CONTACT



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KEY DIRECTION ACCOUNTABILITIES

- Developmental Leadership
- Team Management
- Retail Trend Forecasting
- Hiring
- Innovation
- Time and Action (TNA) Calendar Management
- Product Development
- Design Oversight
- Brand Consistency
- Cost Management
- Personnel Development
- Mentoring
- Trend Research
- Vendor Relations
- Collaboration
- Presentation



SKILL-SETS IN DESIGN

- Design Direction
- Mens / Boy's Design
- Sportswear Design
- AI Design Generation and Editing
- Graphic Design & Typography
- Original Concept Presentation
- Factory Communication
- Market Knowledge & Understanding
- Fit Meeting Lead
- Adobe Creative Suite: Photoshop and Illustrator Master
- Garment Construction / Product Development
- Freehand Drawing / Fashion Illustration
- Hang-Tag, Trim and Hardware Design
- Active / Athleisure Design
- Knit & Woven Design



TECHNICAL EXPERTISE

- Choosing Lab Dips and Strike-offs
- MS Office 365
- Tech-Pack Creation
- Pantone System Expert
- PLM Systems
- CAD: Computer Aided Design
- Technical Design / Sampling Process
- Server Filing
- PDF Creation



EXPERIENCE (Current, Continued)

- **SEP 2024 - MAY 2025 • MEN'S / BOYS APPAREL DESIGN DIRECTOR: RGSTR (REGISTER), SAINT LOUIE COLLAB**
 YJS Apparel, New York, NY
 - **Designed and developed trend-right graphic and cut & sew knits**, wovens, and outerwear programs (sets and separates) tailored to the merchandising and pricing strategies of off-price retailers including Ross, Burlington, Citi-Trends, TJ Maxx, Bealls etc..
 - **Implemented advanced technological solutions**, including AI to streamline workflows, enhance accuracy, and maintain efficiency in delivering premium Men's & Boys' Graphic, Cut & Sew knit, woven, and outerwear collections.
 - **Planned and coordinated cost-reduction strategies** through smart fabric sourcing and design efficiencies, enabling high-margin, and volume assortments—supporting purchase orders of 200,000+ units per delivery while accelerating pace of output and maximizing seasonal impact.
 - **Spearheaded new purchase order creation** through strategic trend forecasting, in-depth market research, and innovative design ideation.
 - **Owned the full life-cycle of trend research**, curating, merchandising, and concept presentation—translating insights into cohesive product direction, seasonal collections, and successful deliveries.
 - **Fostered relationships with retail chain buyers** to curate strategic design directions, developing exclusive collections tailored to each store's brand identity, and customer demographic.
 - **Directed and optimized company-wide productivity** via an efficient and easy-to-use style number filing and design layout system.
 - **Planned, monitored, and trained senior leadership** in transforming low-resolution screenshots into high-quality, print-ready artwork by employing various advanced design and AI software, ensuring their suitability for apparel applications.
 - **Managed the review and approval of lab dips** while collaborating with leadership and stakeholders to define and refine brand direction.
 - **Developed personnel growth** by way of training of AI Design and in-depth Adobe Illustrator and Photoshop applications.



EXPERIENCE (Background)

- **JAN 2021 -AUG 2024 • SENIOR MEN'S APPAREL DESIGNER: X-RAY JEANS, CULTURA, RAW-X, HEADS OR TAILS**
 Saadia Group, New York, NY
 - **Developed trend-focused designs** that resonated with target markets, increasing sales by 100% with Ru: Wave, and 67% with X-Ray by leveraging Adobe Creative Suite, Illustrator, and Photoshop.
- **MAR 2015 - JAN 2020 • SENIOR MENSWEAR DESIGNER: REASON, MAISON NOIR**
 Reason Brand Inc. New York, NY
 - **Created trend-setting cut & sew designs** for Reason and Maison Noir Menswear collections, ensuring fresh looks by sourcing new techniques and overseeing art.
- **MAY 2011 - MAR 2015 • MEN'S DESIGN MANAGER: ECKÔ UNLIMITED, MARC ECKÔ CUT & SEW, ECKÔ FUNCTION, ECKÔ MMA**
 Billion Tower International LLC, New York, NY
 - **Led end-to-end design and production** of high-volume apparel collections, blending trend forecasting, creative vision, and technical execution while managing high-profile client collaborations.



EDUCATION

- **2004 - 2008 • MENSWEAR DESIGN AND COMMUNICATIONS**
 Fashion Institute of Technology, Chelsea, New York