



JASON MALONE

MENSWEAR DESIGN DIRECTOR



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INTRODUCTION

Senior Menswear Design Director specializing in all categories, bringing a refined, modern approach to create distinct and marketable aesthetics. Proven leader in end to end design of essential and statement collections that balance creativity, commercial relevance, and brand integrity. Expert in translating concept to product using a blend of traditional design practices and digital tools, including Adobe Creative Suite and select AI enabled applications.

Experienced in overseeing the full design lifecycle from concept through production, upholding standards of quality, fit, and modernity. Collaborative team leader known for mentoring and developing junior designers, fostering strong creative execution with a strategic, trend driven mindset that supports continued brand leadership in the global Menswear market.



EXPERIENCE (Current)

**JULY 2025
- PRESENT**

• MEN'S DESIGN DIRECTOR:

FOREVER 21

- **Lead creative direction for Forever 21 Men's 2025-2026 cut & sew**, designing commercially driven collections that balance core essentials with trend forward seasonal product.
- **Research and interpret emerging trends**, color stories, fabrications, silhouettes, and construction innovations relevant to the fast paced Men's market.
- **Partner closely with the Company Owner and merchandising team** to develop cohesive seasonal collections aligned with Forever 21's brand vision, customer, and price architecture.
- **Conceptualize and present design stories**, boards, and line plans to internal stakeholders including merchandising, product development, and regional teams.
- **Drive product development from concept through production**, collaborating with technical design and sourcing to create accurate tech packs and clear design specifications.
- **Ensure fit, construction, and overall product quality** meet brand standards while supporting speed to market and cost targets.
- **Maintain consistent brand identity** and design language across all Men's cut & sew categories, supporting cohesive storytelling throughout the assortment.
- **Conduct market and competitor analysis** to identify white space opportunities and elevate differentiation within the Men's cut & sew offering.
- **Explore new fabrics, washes, finishes, graphics, and branding** techniques to refresh and modernize assortments.
- **Communicate design intent clearly** across cross functional teams to ensure efficient execution from initial concept to final production.
- **Mentor and support junior designers**, fostering creative development, accountability, and collaboration within the design team.



PORTFOLIO & CONTACT



Linked In
[linkedin.com/in/jmalonedesign](https://www.linkedin.com/in/jmalonedesign)



Online Portfolio
jmalonedesign.com



Email
jason@jmalonedesign.com



Phone
1 (718) 233-7610



SENIOR DESIGN 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
- Presentation Creation



EXPERIENCE (Recent)

- NOV 2020 - JUNE 2025** • **SENIOR MENS & BOYS' CUT & SEW AND GRAPHIC DESIGNER:**
 RGSTR (REGISTER), SAINT LOUIE COLLAB
 - **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** the brand from Spring 2021 to Fall 2026, from concept through final delivery.
 - **Designed and developed trending 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 and design team** 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** via AI Design and Adobe Illustrator and Photoshop training.



EXPERIENCE (Background)

- APR 2015 - DEC 2019** • **SENIOR MENS CUT & SEW, GRAPHIC, AND TECHNICAL DESIGNER:**
 REASON, MAISON NOIR
 - **Created trend setting cut & sew designs** for Reason and Maison Noir menswear collections, ensuring fresh looks by sourcing new techniques and overseeing art.
 - **Developed and maintained** a library of all technical, art, material, fabric, trim, and other item specific information for all styles.
 - **Collaborated with buyers** to analyze selling performance and consumer demand, translating insights into targeted designs that drove unit sales of cohesive, high performing collections.

- MAY 2011 - MAR 2015** • **MENS CUT & SEW, GRAPHIC, AND TECHNICAL DESIGNER:**
 ECKÔ UNLIMITED, MARC ECKÔ CUT & SEW, ECKÔ FUNCTION, ECKÔ MMA
 - **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.
 - **Developed and implemented** a streamlined tech pack system, increasing style output, improving design to production efficiency, and driving higher sell through.



EDUCATION

- 2004 -2008** • **MENSWEAR DESIGN / ADVERTISING & MARKETING COMMUNICATIONS**
 FASHION INSTITUTE OF TECHNOLOGY, CHELSEA, NEW YORK