

# BETHANY PLYMALE

NY, NY, 10016

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<https://bethanyplymale.com/>

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## JOB EXPERIENCE & Training

### Basic Resources, Associate Designer March 2024 - Feb 2025

- Designed: Lucky Brand, Champion, Life is Good, Abercrombie, Hollister
- Created all artwork for: Prints (AOP, Yarn Dye Stripes/Plaids), Trims (waistbands, drawcord, care label, main label, woven labels), and Artworks (direct graphic, embroidery)
- Worked alongside production, sales, sourcing, fabric, and packaging teams for design needs
- Communicate with factories on a daily basis to prioritize and fulfill orders
- Design Direct to Consumer, Wholesale, and Off Price (TJMaxx, Burlington, Amazon, Costco). Licensing experience
- Research trends for silhouettes, fabrics, lab dips/washes, trims/finishes, product categories, and competitive inspiration. Completed shopping trips across the East Coast throughout this process.
- Utilize Browzwear for all Sales Decks. Create fold guides and packaging views for decks and factories.
- Update CADs/ CAD SUMS and PLM/ Airtable as changes occur throughout the lifecycle process
- Product development. Expanded the product line categories: Lucky Brand Underwear and Sleep, Champion Youths' Compression/Active
- Trained new designers on company systems/processes. Managed projects in BROWZWEAR and Print development.
- Processed all PPS, TOPS, SMS, DIM Studies/Photoshoot samples. Communicated findings to factories, technical department, production department, and sales department to ensure designs come to fruition
- Created all tech packs in PLM software. Approved/checked tech packs for factories to produce costing/development and bulk

### Sweet Apparel, Freelance Technical Design Dec - Feb 2024

- Conducted fittings and measuring development, proto, and top samples for Juniors (Ross, TJMaxx, Forever 21, Dollar General / Swimwear & Intimate)
- Collaborated with multiple Design teams/categories simultaneously
- Identifying and calling out sample corrections including measurements, fabric/ trim, functionality, and workmanship
- Created and updated specifications to tech packs (Predominantly created all development tech packs)

### The Garan Group, Freelance Technical Design Sept - Oct 2023

- Conducted fittings and measuring: development, proto, and top samples for Toddler Girls (Garanimal, Wonder Nation/ Wholesale for Walmart)
- Communicated with factories to ensure product accuracy on a daily basis
- Collaborated with Design and External & Internal 3D Patternmakers to translate Design intent into product technical specifications
- Identifying and calling out sample corrections including measurements, fabric/ trim, functionality, and workmanship
- Uploaded data entry in PLM system - photos and sample measurements into tech packs (maintaining library of fit photos)
- Created and updated specifications to tech packs (including detailed technical sketches, graded measurements, and construction details from development to bulk)

### Almost Famous, Freelance Technical Design Aug - Sept 2023

- Managed all measuring: development, proto, and top samples for Juniors Denim & Woven Bottoms (Madden Girl, Top Shop)
- Communicated with factories and updated PLM system with photos and sample measurements
- Identifying and calling out sample corrections including measurements, fabric/ wash, functionality, and workmanship
- Created and updated specifications to tech packs (construction details from development to bulk)

## EDUCATION

**BS** Coastal Carolina, Art Studio  
Graduated 4.0  
Minored in Business Marketing

Savannah College of Art and Design  
Fashion Design and Fiber

## MFA

Fashion Institute of Technology  
Fashion Design, Graduate 2022

## PUBLICATIONS

FIT MFA Unbound Fashion Show 2022  
Creative Director and Fashion Designer

GLIMPSE, Grace Exhibition Space  
Costume Design, collaboration

Rebecca Randall Bryan Art Gallery  
Art Exhibition, Fashion Design & Photography

No Exit  
Interview, Coastal Carolina University

Looking into the Textile Industry  
University of Valencia, Film Department

Pop In Pop Out  
Art Exhibition, Ceramics

## HONORS AND AWARDS

Bob Fisch Graduate Scholarship Recipient	2021
Mimaki Finalist	2021
Dean's List at Coastal Carolina University	2018-2019
Omega Phi Alpha President and Advisor	2014-2016

### SOFTWARE KNOWLEDGE

Applications: Browzwear, CLO,  
Adobe Suite,  
Microsoft Office, iMovie

Platforms: Illustrator, Photoshop,  
InDesign, Lightroom, Premiere  
PowerPoint, Word, Excel,  
Hootsuite

### EXPERTISE

Fashion Design, Textiles  
Grading, Patternmaking  
Graphic Design  
Film Photography  
\*35mm & 55mm

### INTERESTS

Conceptual Processes  
Garment Construction  
Product Development  
Film Photography  
Art History

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## JOB EXPERIENCE & Training

### Real Essentials, Design, Development & Technical Designer July 2022-2023

- Managed all design, including print design in Adobe Illustrator
- Created all development tech packs, specs, and line sheets
- Ran all fittings from booking models to re drafting specs/pattern adjustments
- Worked alongside production and sales for design needs and to meet deadlines
- Communicate with factories on a daily basis to prioritize and fulfill orders
- Designed direct to consumer, Wholesale (Burlington, Ross, Amazon, Costco), and Licensing
- Researched trends for silhouettes, fabrics, lab dips/washes, trims/finishes, product categories and competitive inspiration
- Developed grading guidelines for all product categories (Ladies, Ladies Plus, Men's, Men's Big & Tall, Children's)
- Utilized CLO3D to check factory patterns and improve lead time
- Updated CADs as changes occur throughout the design process
- Product development. Expanded the product line categories: knits, cut n sew, wovens, denim, and swimwear

### Bach Mai, Fashion Design Intern Summer 21-Feb 22

- Prepped and completed handoffs of tech pack, cut fabrication, mockup, trims/ finishes to Midtown factories
- Collection development within a small team
- Researched images for collection, accessories, and photoshoot inspiration boards. Scouted photoshoot locations.
- Assisted on all Photoshoots, Runway Shows, Buyer Meetings

### Yigal Azrouel, Fashion Design Intern Summer 2021

- Researched mood images, trends, prints, colors, silhouettes, and details
- Assisted in creating inspiring design board both physically and digitally
- Worked on specs, tech packs, and sample mockups for overseas factories
- Attended PV, experience sourcing fabric both internationally and locally
- Organized inventory, sample references, and fabrications

### Costume Designer & Gallery Assistant February 2021

GRACE EXHIBITION SPACE, Theresa Byrnes

### Alvaro Moliner, Sales & Marketing, Valencia, Spain 2019

- International experience in sales and marketing
- Managing creative direction for visual marketing/website
- Shopper experience
- Frequent factory visits to check product quality

### Franklin G. Burroughs-Simeon B. Chapin Art Museum 2018-2019

- Children's Education Department and Art Sales
- Created and taught lesson plans for Primary, Secondary, and Early Years
- Collaborative environment with other Museum Departments
- Managed the sales of Gift Shop and expansion of products
- Assisted in art auctions and member events

### WVU Theater, Costume Shop 2015-2016

- Working in a fast pace work environment for all performance needs
- Managed multiple projects at once
- Alterations and mix media sewing

## PORTFOLIO

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## VOLUNTEER EXPERIENCE

Omega Phi Alpha  
President and Service Advisor

Operation Christmas Child  
Project Leader

Relay for Life  
Team Leader & Fundraiser

Serve SCAD, Member  
Savannah College of Art and Design

Special Olympics  
Volunteer