

BETHANY PLYMALE

1.304.553.9607

<https://bethanyplymale.com/>

bethany.plymale@gmail.com

JOB EXPERIENCE & Training

Danskin, Associate Designer

March 2025 - Current

- Design: Danskin women's and girls for domestic and international buyers. In addition, design women's and girls for Freely Academy. Designing with buyer needs in mind and merchandising as an entire collection
- Create all tech packs with detailed technical sketches, callouts of construction, bill of materials, colorways (create in illustrator)
- Oversee tech packs with factories from development to SMS. Managing multiple factories at once
 - Communicate with factories on a daily basis to ensure all design details are understood (stitching details, finishings, trims)
- Create all artwork for: Prints (AOP, Yarn Dye Stripes/Plaids), Trims (waistbands, drawcord, labels), and Artworks (joker tags, holiday tags)
- Research trends for silhouettes, fabrics, lab dips/heathers, trims/finishes, product categories, and competitive inspiration. This includes shopping trips
- Update tech packs as changes occur throughout the lifecycle process. Specifically after each fitting. Ensuring the design details/finishings support the need of the fabric and fit
- Product development. Expanded the product line categories: wovens, new branding logos, & accessories: socks, hair clips, crunchies, leg warmers, key chains. From initial concept to bulk

Basic Resources, Associate Designer

March 2024 - February 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 fabrics, Champion Youths' Compression/Active into Target
- 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

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

EXPERTISE

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

SOFTWARE KNOWLEDGE

Browzwear 3D & CLO3 D
Adobe Suite: Illustrator,
Photoshop, Indesign,
Lightroom
Microsoft Office: Excel,
Word, Powerpoint

INTERESTS

Conceptual Processes
Garment Construction
Product Development
Textile Innovation
Film Photography
Art History

Sweet Apparel, Freelance Technical Design

December 2024 - February 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

September 2023 - October 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

August 2023 - September 2023

- Managed all measuring: development, proto, and top samples for Juniors Denim & Woven Bottoms (Madden Girl, Top Shop, Forever 21)
- 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)
- Corrected patterns and sent accordingly to factories

Real Essentials, Design, Development & Technical Designer

July 2022 - July 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
- Communicated with factories on a daily basis to prioritize and fulfill orders
- Designed direct to consumer, Wholesale (Burlington, Ross, Amazon, Costco), and Licensing for Cherokee
- 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 occurred throughout the design process
- Product development. Expanded the product line categories: knits, cut n sew, wovens, denim, and swimwear

Bach Mai, Fashion Design Intern

June 2021 - February 2022

- Prepped and completed handoffs of tech pack, cut fabrication, mockup, trims/ finishings 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

June 2021 - August 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