

HOLLY KNUDSEN

PROFILE

Design and Graphics professional with 22 years of experience in the apparel industry, progressing from Intermediate Graphic Artist to Director of Graphic Arts & Design. Proven expertise across the full design lifecycle, from concept development through final execution, delivering artwork with a high level of technical expertise for both established and evolving customers.

Strong background in concept and theme development, translating trend insights into commercially relevant designs across multiple product categories. Recognized for combining creativity with executional excellence, supported by strong trend awareness and presentation skills that influence cross-functional teams.

A collaborative leader who is committed to continuous growth, both personally and within departments, mentoring talent, fostering strong partnerships, and building high-performing teams that successfully adapt to new challenges.

CONTACT



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Portfolio website
<https://hkudsen.ca>

SOFTWARE

Adobe Illustrator CC,
Adobe Photoshop CC,
Adobe InDesign CC
Microsoft Word, Excel,
PowerPoint, Teams
Pointcarre,
Ned Graphics,
Gerber PLM

EXPERIENCE

DIRECTOR OF GRAPHIC ARTS & DESIGN / NORTHERN REFLECTIONS LTD. / CLEO 2023 - Present

Leads and aligns the department across multiple brands, providing strategic direction to Manager of Graphic Arts (NR), Trend & Design Manager (Cleo), and Design Coordinator (Cleo)

Leads and optimizes design operations, delegating projects, managing timelines, approvals, and workflow to ensure seamless execution of artwork

Strategically plans collection placement and flow within stores to optimize the customer journey
Developed and executed a new product development process incorporating product lifecycle management software Gerber PLM

Curates seasonal print and colour direction for collections and capsules

Develops novelty artwork across categories, translating trends into commercially impactful prints and patterns

Collaborates with Category Managers to define and refine color assortments that support brand and market trends

Analyzes and reports on color performance and sales results to direct future design decisions

SENIOR MANAGER OF GRAPHIC ARTS / NORTHERN REFLECTIONS LTD. 2022 - 2023

Travels internationally to analyze emerging trends and identifies key directional samples for upcoming seasonal collections

Presents trend insights to key stakeholders and develops comprehensive trend reports supported by visual documentation and photography

MANAGER OF GRAPHIC ARTS / NORTHERN REFLECTIONS LTD. 2012 - 2022

Leads design operations, managing timelines and key development milestones

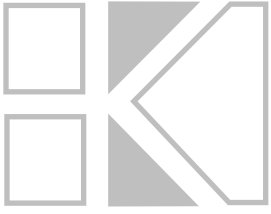
Sources trend-forward inspiration to guide on-brand artwork

Mentors and directs Graphic Artists, providing actionable feedback to ensure strong execution and concept alignment

Drives process improvements by implementing tools, workflows, and team training

Evaluates and procures software solutions, negotiating cost-effective vendor agreements

Cultivates and develops design talent, mentoring team members on career growth and departmental best practices, with proven success in advancing individuals into roles such as UX Design, Product Management, and Illustration



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HIGHLIGHTS

2025 - Created the collections, colour stories, and prints /graphics for the launch of the 'NR Littles' clothing line. Led the presentation of concepts to ownership. Line was successfully carried by Toys'R'Us

2025 - Led end-to-end design of the Heritage Hoodie line, including color stories and graphics; presented to ownership and achieved placement at Sunrise Records

2020 - After temporary layoffs due to COVID 19 store closures, our team was able to develop the Spring 2021 novelty pieces using archived samples, virtual inspirations, and ingenuity, with reduced work hours

2019 - Delivered the Fall/Winter Colour, Concept, Trend, and Product presentation to all District Sales Managers and select Store Managers

2018 - Negotiated a \$0 CAD software cost, saving company \$19,000

2018 - Implemented the training of of knit design by Pointcarre. Saving the company \$1500 in training costs

2012 - Negotiated a lower cost for updating the CAD software saving the company \$10,000

2008 - Business Award of Excellence

2006 - Personal Award of Excellence

EXPERIENCE cont'd

SENIOR GRAPHIC ARTIST / NORTHERN REFLECTIONS LTD.
2008 - 2012

CONCEPT AND THEME DEVELOPMENT

Presents seasonal creative direction across colour, concept, and theme for Women's Wear, aligning cross-functional teams on a cohesive vision

Collaborate with executive leadership to select and approve prints and artwork that support seasonal direction

Drive visual storytelling through concept boards and presentations that align Product, Marketing, and Store Operations teams

ARTWORK

Conceptualizes and produces novelty artwork across multiple categories, including sweaters, knits, wovens, activewear, and accessories, spanning print, jacquard, and yarn-dye techniques. Prepares production-ready artwork packages, including technical worksheets and specifications for accurate vendor execution

Directs makers on quality improvements needed on colour and execution of strike offs, knit downs and looms and approves top quality submissions for production

Advises on fabrics, silhouettes, and trims to elevate artwork execution and final product integrity. Creates visually compelling artwork for in-store fashion event handouts, enabling sales teams to effectively merchandise on-trend looks

Produces print-ready artwork for marketing initiatives, enhancing in-store experience and visual merchandising

Stays current on CAD software updates and opportunities at Premiere Vision in New York.

Supports and mentors junior Graphic Artists, offering guidance on design execution, tools, and best practices

INTERMEDIATE GRAPHIC ARTIST / NORTHERN REFLECTIONS LTD.
2003-2008

Prepares production-ready artwork, including technical specifications and execution files for vendors

EDUCATION

BACHELOR OF DESIGN / RYERSON UNIVERSITY

Fashion Communications 4 year program

Graduated with Honours in 2003