

Brittany Waters

| MULTI-DISCIPLINARY DESIGNER |

I'm a curious, problem solving, product and brand designer with a focus on soft goods and accessories.

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Design & Development Experience

Soft Goods Designer - Nixon (Sept.-Nov. 2020) [contract](#)

Collaborated with VP of design and development and created Spring 2021 bag and Fall knitwear VLPs, tech packs, and colorways options..

UI/UX Designer - vigtec (Aug. 2019-Sept. 2020) [contract](#)

-Collaborated closely with founders to understand the overall business direction and participated as a voice in brand narratives, go-to-market strategies, and analytic feedback.

-Communicated weekly with international development manager and outsourced designers.

-Created wire frames, prototypes, and questionnaires for user-ability testing.

-Directed and designed brand image and touchpoints including logos, illustrations, website, social media, and investor presentations.

Branding Designer - Paws 'N' Rec (Aug. 2017-Sept. 2020) [contract](#)

-Nationally traveled to work closely with founder to understand the company's vision, target audience, and brand narrative of the start-up.

-Led and designed all brand identity, elements, and touchpoints including logo, website, social media content, signage, murals, merchandise, illustrations, and a vehicle wrap.

Soft Goods Designer - United Legwear & Apparel (March 2016-Aug. 2019)

Categories: Backpacks, Bags, Footwear, Headwear, SLGs, Sports/Fitness Goods, & Headphones

Brands: Puma, Umbro, Champion, Starter, Focused Space, Minecraft, Fortnite, & Skechers

-Worked in a very fast paced environment on tight, often spontaneous project deadlines.

-Managed Junior Designers workflow, helped train new design hires, and assisted design leads as a crossover role between designer and lead on the floor.

-Designed and produced multiple lines of sporting goods, lifestyle accessories, and packaging through different license channels including SMU accounts.

-Communicated weekly with New York branch designers regarding shared design projects.

-Collaborated with Design Director and CDO to identify seasonal styles, materials, and color.

-Managed product design, packaging, and retail design workflow in collaboration with the development and sales teams.

-Created all technical specs, VLPs, and sample review documentation for product, trims, prints and patterns, and packaging lines with high attention to construction details, product descriptions, and sku details.

-Directed and participated as a voice in market research, human factors, material direction, and product and packaging sample reviews.

Eyewear Designer - Garret Leight (March-April 2016) [contract](#)

Designed a new style of men's sunglasses and delivered technical specs.

Industrial Designer - Vapor Studio (March 2014-June 2015)

Categories: Backpacks, Bags, Footwear, SLGs, Watches, Eyewear, Consumer Electronics, & Utility Gloves

Brands: Kit and Ace, Altec Lansing, Exo by Ironclad, Darkstar Technologies, SWENYO

-Traveled internationally for development processes/relations and client presentations.

-Daily international/national communication with factories, consultants, and client regarding shipping samples, design and sample revisions, and costing decisions.

-Designed products and collections of soft goods and consumer electronics for different clients via seasonal direction, sketching, CAD models, mockups/prototypes, CMF, and technical drawings.

-Participated as a voice in market research, brand narratives, human factors, and design direction.

-Analyzed BOM/FOB to make development decisions regarding features, styling, functionality, materials (sourcing), and launch planning.

-Designed brand books, investor and client presentations, soft goods packaging, and media assets.

Soft Goods Designer - Gannet Dive (March-April 2014) [contract](#)

Collaborated with founder to create technical specs for an oversized dive bag design.

Education

Savannah College of Art and Design

BFA Industrial Design (2012)

MINOR Graphic Design (2012)

Dean's List Awards

Industrial Design Intern

Vapor Studio (Jan.-March 2014)

Handled multiple Industrial, Graphic, and Brand design deliverables on tight deadlines.

Graphic Design Intern

The Volta Collaborative (2011-2012)

Collaborated with founder to design infographics to explain the outcomes of a community project.

Sponsored SCAD Classes:

-Ruth's Chris Service Design Project (2012)

-Design Ethos Sponsored Project (2011)

-Chick-fil-A To-Go Packaging Project (2011)

Skills

Research

Field and Archival

Market and Trend Analysis

Competitive Benchmarking

User Interviews and Testing

Design

Sketching, Visualizing, and Ideating

Rapid and Refined Prototyping

Presentations and Documentation

Product and Project Management

Graphics for Application

International Communication

Cross-functional Collaboration

Software

Adobe Creative Cloud (Ps, Ai, Id, Dm, Xd)

Microsoft (Outlook, Word, PP, and Excel)

Google Suite

Wix Website Builder

Keyshot and Solidworks (reeducating)

Other

Strong ability to multi-task

Strong ability to manage and organize

Leadership and communication

Organizations

IDSA and AIGA

Member (2011 to present)