

# LINNEA MICHAELSEN

Accomplished Design Director with over 20 years of experience, specializing in both women's and children's apparel. An excellent problem solver and creative collaborator with strong communication skills and a proven track record of creating top selling, innovative products that align with brand aesthetics and customer needs.

## CONTACT

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San Francisco, CA 94117

## PORTFOLIO

LINNEAMICHAELSEN.COM

## SKILLS

Fashion design

Trend research and forecasting

Concept and creative design  
development

Strong presentation skills

Merchandising and line  
development

Illustrator and hand sketching

Product development

Fabric and trim research and  
development

In depth knowledge of garment  
construction

Draping, pattern making and sewing

Detailed tech pack creation

Costing and price point strategy

Strong understanding of target  
customer

Excellent collaborator

Team management

## EXPERIENCE

### Byer California – Head Designer 2019-PRESENT

- Developed and managed creative design and execution of monthly collections for A. Byer Junior Sportswear Division. Accounted for 25% of total company business resulting in \$64 million annual sales per year.
- Responsible for producing product that is consistent with market trends as well as business strategy across all A. Byer labels for Macy's, Stitch Fix, Kohl's, JCPenny and Dillard's.
- Managed all aspects of the product life cycle development for over 150 styles per month.
- Strong partnership with sales team and buyers to provide a balanced assortment between fashion and trend as well as protecting and building upon core programs.

### LeTote – Director of Design and Development 2014-2018

- Launched LeTote's Private label apparel division. Accounted for over 50% of the inventory and 47% of the net profit on purchases within the first year. Company saw over a 1000% growth in customer subscribers since the launch of private label.
- Created 13+ private label brands that consistently met or exceeded company KPIs. Private label brand metrics were equal to or exceeded other well established brand name styles in the seasonal assortment.
- Strategically hired and structured both design and technical design teams. Set and standardized all processes. Constantly reviewed for process improvements to support growing business needs and seek opportunities to positively affect division/company.
- Provided creative direction, strategic leadership and management for the design team. Led design team to seasonally establish key trends and direction for the line including color, silhouette, fabric and print to curate compelling and on-trend collections in keeping with the LeTote brand aesthetic and business strategy.
- Found innovative opportunities to use customer data and feedback to build tools to improve fit, style and quality as it pertains to the unique LeTote business model.
- Traveled Internationally to ensure strong vendor partnerships, product development, sourcing and communicate business strategies.

### Gymboree Inc. – Senior Designer Newborn Product 2010-2014

- Set seasonal concept direction, including color, graphics and prints. Presented concept boards and collections to leadership team.
- Responsible for hiring, training and managing design team for newborn girl, newborn boy and layette.
- Ability to visualize and set strategic direction for product development, resulting in an increase in total market share of the company.
- Responsible for setting new direction for the layette category, which resulted in significantly increased sales and triple digit sales comps.
- Traveled both domestically and internationally purchasing samples that reflect current and emerging trend and the ability to translate them into brand specific styles.
- Sweater point person for the entire Gymboree brand. This includes new yarn development, stitch development and technical execution.

# LINNEA MICHAELSEN

## SKILLS - SOFTWARE

Adobe Illustrator

Photoshop

InDesign

Looker

PLM Systems

Optitex

MS Excel, Word, Powerpoint

Google Slides, Docs, Sheets

## EDUCATION

Academy of Art University Bachelor  
of Arts

Fashion and Knitwear Design

## EXPERIENCE CONTINUED

### **Gymboree Inc. – Designer Kid Girl Product 2009-2010**

#### **Associate Designer Kid Girl Product 2008-2009**

- Managed seasonal trend development, including color, theme and style. Constructed and presented concept boards.
- Managed design process from concept through final production phases. Including fabric/trim development and fit/spec guidance.
- Responsible for managing and mentoring the assistant designer.
- Partnered with merchants to assort a collection that is salable and appropriate for business needs.
- Researched markets to identify new trends, fabrics and techniques. Traveled both Domestically and internationally.

### **Dockers – Women’s Tops 2007-2008**

#### **Lilja Designs, Inc. – Owner**

#### **Women’s Contemporary Knitwear and Sportswear Company 2003-2007**

- Established a new fashion brand and business in the women’s contemporary fashion market.
- Designed, produced and marketed a high-quality line of women’s contemporary clothing in San Francisco.
- Planned, forecasted and managed budgets, schedules and resources to ensure timely completion of the collection for sales and marketing deadlines.
- Established and maintained manufacturing partnerships, both domestic and overseas.
- Developed and analyzed costing and sales projections to ensure gross margins for the company.
- Contracted and managed independent showroom sales representation in New York, Los Angeles and San Francisco.

#### **Margaret O’Leary, Inc. – Designer 2000-2003**

- Researched trends and designed women’s knitwear and sportswear for better contemporary market.
- Worked with design, merchandising and sales team to ensure consistency in the aesthetics and integrity of the brand.
- Planned and tracked development schedule of knitwear collection to ensure timely completion of the collection for sales and marketing.
- Managed the technical knitwear design team, to ensure a timely development process.
- Designed and implemented a spec and grading system.
- Traveled domestically and internationally to source materials and establish relationships with new and existing vendors.

#### **Academy of Art University Instructor**

- Knitwear - Instructor 2006 – 2008
- Pre-College Summer Art Experience - Instructor 2006 – 2008
- On-line Knitwear - Instructor 2006 – 2008
- Industrial Programing for Computerized Knitwear - Instructor 2000- 2001