JULIAN MERCER

FASHION DESIGNER

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PROFESSIONAL SUMMARY

Fashion Designer with 8+ years designing denim, knitwear, and everyday apparel for American retail brands. Moves collections from trend research and sketches to tech packs and sample approval, balancing fit, cost, and margin.

PROFESSIONAL EXPERIENCE

Senior Designer, Women's Denim Feb 2022 - Present
Levi Strauss & Co., San Francisco, CA

- Design two seasonal denim capsules a year, from mood boards to approved samples, for a line of 60 styles.
- Review fit samples with technicians and mills and cut the average number of fit rounds from four to three.
- Build tech packs in Adobe Illustrator and Excel with measurements, trims, and wash details for overseas factories.
- Cost garments with sourcing to hit target margin and swapped trims on 12 styles to stay within price points.
- Visit denim mills and finishing laundries twice a year to select fabrics and approve new wash techniques.
- Present the capsule to merchants and sales leads at line review, translating sketches and sample garments into a clear story.
- Mentor an associate designer on tech pack accuracy, which reduced factory questions by about a third.

Associate Designer May 2019 - Jan 2022
Gap Inc., San Francisco, CA

- Designed knit tops and sweaters for a core women's line, using trend and sales reports to choose colors and silhouettes.
- Created CAD flats and prints in Illustrator and Photoshop that merchants used in 14 line reviews.
- Supported production by answering factory questions and approving lab dips within a two-day window.
- Developed colorways for 30 styles each season and matched them to retail floor plans with the merchandising team.
- Created embroidery and print artwork in Illustrator that carried over to three outerwear styles.

Design Assistant Jul 2016 - Apr 2019
J.Crew, New York, NY

- Pulled fabric swatches, trims, and samples for designers and organized the weekly sample room review.
- Drew flats and updated spec sheets for 80 styles a season and checked measurements against returned samples.
- Researched trends and prepared inspiration boards used at three seasonal kickoff meetings.
- Helped style and prepare samples for photo shoots, packing and tracking garments on set.
- Maintained the trim library, labeling 200 buttons, zippers, and labels by supplier and cost.

CORE SKILLS

Adobe Illustrator | Adobe Photoshop | Tech packs | Technical flats | Pattern and fit knowledge | Fabric and trim sourcing | Garment costing | Trend research | Color and print development | Denim washes | Sample approval | Line planning | Vendor communication | Excel

EDUCATION

B.F.A. in Fashion Design, Parsons School of Design, New York, NY

CERTIFICATIONS

Adobe Certified Professional: Illustrator