

# Christalle Bodiford

1915 Piedmont Avenue, Austin, TX 78757  
213.359.7384 • ChristalleBodiford@gmail.com  
www.ChristalleBodiford.com

---

## SUMMARY

Creative professional, with twelve years experience and a passion for design, looking to build a relationship with a company for full-time or freelance project needs - highly organized team player, adept in artwork creation using traditional or digital methods, and the ability to create cost-conscious silhouettes over multiple market segments and categories.

## EXPERIENCE

### **SELF-EMPLOYED: FREELANCE CREATIVE (03/2011-PRESENT)**

- **RESPONSIBILITIES:** TEXTILE/PRINT DESIGN, TREND RESEARCH, GRAPHIC DESIGN, CREATING BRAND IDENTITIES, TECHNICAL DESIGN, TRADE SHOW MEDIA CREATION, CREATING SEASONAL COLOR PALETTES & TRENDS, LINE SHEET/TECH PACK/PRODUCT GRID CREATION, PRODUCT MERCHANDISING, PHOTO EDITING & CATALOGUE LAYOUTS, DOMESTIC/ INTERNATIONAL VENDOR COMMUNICATION & PROJECT COORDINATION, SOURCING, WEBSITE DESIGN, CONTENT CREATION, SOCIAL MEDIA MANAGEMENT, BUILDING CLIENT RELATIONSHIPS, TEAM MANAGEMENT & DEPARTMENT DIRECTION, WRITING, COPY WRITING, PRESENTATION CREATION

\*Please see client list below resume.\*

### **STRATEGIC PARTNERS, INC: ASSISTANT PRINT STYLIST (10/2015 - 04/2017)**

- **RESPONSIBILITIES:** TEXTILE/PRINT DESIGN USING TRADITIONAL & DIGITAL MEDIUMS, TREND RESEARCH, MOOD BOARD CREATION, CREATING SEASONAL COLOR PALETTES & TRENDS, LIAISON BETWEEN DESIGN & MERCHANDISING DEPARTMENTS, INTERPRETING FASHION TRENDS FOR THE MEDICAL SCRUB MARKET, DESIGNING ACCESSORIES AND FILE PREP FOR ACCESSORY DEPARTMENT & PRODUCTION, ASSISTANT TO CREATIVE DIRECTOR

### **BLACK BOX DISTRIBUTION, INC: PRODUCT DEVELOPMENT ASSISTANT (05/2007 - 06/2009)**

- **RESPONSIBILITIES:** FACILITATING THE DESIGN PROCESS, WHILE WORKING WITH DOMESTIC & OVERSEAS VENDORS, CREATING APPAREL & ACCESSORY TECH PACKS, SEASONAL COLOR-WAY CREATION, MAINTAINING STYLE LIBRARIES & SAMPLE ROOMS, PRODUCT RESEARCH, MAINTAINING DEVELOPMENT MATRICES, COORDINATING DEVELOPMENT PROCESS TO ENSURE STYLES WERE KEPT ON CALENDAR

## EDUCATION

AMERICAN INTERCONTINENTAL UNIVERSITY – B.F.A. FASHION DESIGN & MARKETING, CUM LAUDE

## HIGHLIGHTS

- Team player with a positive attitude
- Reliable, trustworthy, punctual, and competent
- Accomplished artist with many produced designs
- Adept in creating artwork in various modalities and styles

## SKILLS

APPAREL & ACCESSORY DESIGN, TEXTILE/PRINT DESIGN, TRADITIONAL ART METHODS, ADOBE ILLUSTRATOR, PHOTOSHOP & INDESIGN, MICROSOFT WORD, EXCEL & OUTLOOK, WFX, WGN, AND MATRIX PLM SYSTEMS

## CLIENT LIST

### **SELF-EMPLOYED: FREELANCE CREATIVE (03/2011-PRESENT)**

- UTNAM ACCESSORY GROUP: FREELANCE PRODUCT DEVELOPER/APPAREL & ACCESSORIES DESIGNER/DIRECTOR OF DESIGN & DEVELOPMENT (3 YEARS: FULL-TIME)
  - Communicate with Domestic & International factories
  - Work with clients to create designs to fit their market
  - Oversee Design & Development processes
  - Coordinate with clients to stay on calendar
  - Graphic Design: Tradeshow Media & Product Catalogs
  - Textile Design: Create prints for Headwear
  - Apparel & Accessory Design
  - Factory & Fabric Sourcing
  - Fabric Development
  - Create Tech Packs
  - Trim Development
  - Negotiate Pricing
  - Trend Research
  - Merchandising
  - Production
  - In-house Brands: J. Dempsey, Chuck Originals/Original Chuck
  - Private Label Clients: Young & Reckless, Hot Topic, Tilly's, Pacific Sunwear (PacSun), Five Four, Pink Dolphin, Lira, Publish, Snap Strap, Dirty Pig, Beyond Black & White, Classy, Dirtee Hollywood, Spencer's, LRG
  
- EAGLE CREEK: FREELANCE MERCHANDISE COORDINATOR (3 MONTHS: FULL-TIME)
  - Market Trend Analysis
  - Create & Update Product Tech Packs
  - Competitive Market Research & Analysis
  - Create Mood Boards & Seasonal Inspiration
  - Create Sales & Merchandising Presentations
  - Create & Update Visual Line Plans & Merchandise Matrixes
  
- OAKLEY: FREELANCE APPAREL PRODUCT DEVELOPER (3 MONTHS: FULL-TIME)
  - Assist with Fashion Show Preparations
  - Attend Fitting & Vendor Meetings
  - Maintain Style Libraries & Sample Room

- Maintain Business Relationships Domestically & Internationally
- Communicate New Developments, Approvals & Revisions to Vendors & Fabric Mills
- Request Fabric, Trims, Lab Dips, Strike-offs, Samples & Costing from Vendors & Fabric Mills

- **BLANK GENERATION: FREELANCE APPAREL PRODUCT DEVELOPMENT MANAGER (6 MONTHS: FULL-TIME)**

- Maintain Style/Trim Libraries & Sample Room
- PLM Implementation & Management for all Brands & Categories
- Build & Maintain Vendor Relationships Domestically & Internationally
- Confirm & Negotiate Pricing for all Apparel Brands
- Oversee & Execute the Entire Apparel Development Process for Multiple Brands
- Oversee the Apparel Product Development process for Iron Fist, Abbey Dawn, & Hot Topic private label styles.

- **OTHER CLIENTS**

- Puppies Make Me Happy, Classy Brand, Dickies, Hot Topic, Life Elektrik, Fawni, Cardiff Cannabis, Nantong A&C, Royal Brim, Schmee, Striped Apparel Co., Young Romantics, Nothing & Company, Legendary MFG. Co., Seedless, Maslow, Wonderist, Bueno, Fahrenheit Creative Group, Jade Nelson, Brain Sentinel

- **PRINT STUDIOS**

- Reserved Studio, Cloth & Curios, Marcie Designs, Hunt + Gather