

KAT EBERLEY

CONTACT INFO

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SKILLS

Fashion/Apparel

- Garment Construction
- Knitwear, Wovens, Fleece
- Tech Packs
- Flats/Technical Sketches
- Patternmaking
- Fashion Illustrations
- Draping & Tailoring
- Cut & Sew
- Lab dips and color-matching

Computer

- Adobe Creative Suite
- CLO 3D
- Miro Collaboration Platform
- Centric
- PLM
- Microsoft Office

RECOGNITION

- **Gap Inc. Create with Audacity Program**
Selected as one of 20 Participants across all Gap inc Brands - 2022, San Francisco, CA
- **YMA Fashion Scholarship Fund, Scholarship Winner**
- 2019, New York, NY
- **YMA Fashion Scholarship Fund, Scholarship Winner**
- 2018, New York, NY
- **August Streetwear Competition, Selected Exhibitor**
- 2018, Madison, WI

WORK EXPERIENCE

Banana Republic Factory Store, Design Asst. Women's Tops, Dresses, Skirts, Full Time March 2024 – Present, San Francisco, CA

- Developed and designed products for all woven TSD categories, avg 15-30 designs per season. Partnered with Senior designer to manage the design process from concept to completion and ensure alignment on business priorities and concept direction.
- Created tech packs and partnered with TD to develop new designs, worked with merchandising to ensure product is consistent with market trends and business strategy, worked with PD to review production submits and trim approval, and worked with R&D to select and develop collection fabrics.

Design Asst. Women's Wovens, Contract August 2023 – March 2024, San Francisco, CA

- Supported all women's woven categories: tops, dresses, skirts, pants, outerwear, suit tops. Developed and sketched an average of 100-150 new designs per season across all categories.
- Improved team efficacy by approving lab dips, organizing archival samples, creating trim libraries, assisting with concept research, and providing fit feedback.

Old Navy Asst. Designer Women's Active Lifestyle June 2021- June 2023, San Francisco, CA

- Developed and designed products across various categories (tops, bottoms, outerwear) and fabrications (knits, wovens, fleece) averaging 15-25 new original designs per season.
- Worked with TD partners to drive fittings (both on physical models and 3D renderings using CLO-set), researched and presented emerging global trends and competitor analyses, created and managed BOMs in PLM.
- Hero Product: designed and developed a pair of Dynamic Fleece Sweatpants that went viral on social media, generating over 17M impressions across multiple posts
- Designed styles that drew in over \$9M in retail sales during Q4 2022
- Contributed to record-breaking growth in a team that grew to be the number one division in all of Gap inc; generated \$745M in sales in 2021 and drove 33% of growth for all Gap brands.

ZAC Zac Posen, Design Intern - Design Intern May 2019 - August 2019, New York, NY

- Designed pieces and embroidery placements for the SS 2020 Collection.
- Assisted the Design Director by assisting in fittings, managing samples for production, organizing and accumulating inspiration, and updating CADs.
- Conducted and presented concept, design, and market research.

SABAH Nepal, Product Development Intern May 2018 – August 2018, Kathmandu, Nepal

- Designed a 25-piece collection that incorporated traditional Nepalese textiles in optimized ways to capture a broader range of customers.
- Worked with technical designers to create and execute samples, source local fabrics and trims, and oversee fittings to bring collection to market.
- Identified areas of improvement for SABAH's e-commerce and implemented changes, worked with programmers to improve overall UX and accessibility.

EDUCATION

University of Wisconsin-Madison – Madison, WI

- BS in Textiles and Fashion Design, BA in Gender and Women's Studies GPA 3.86/4.0, Phi Kappa Phi Honor Society
- Courses: Design, Draping, Cut & Sew, Patternmaking, Garment Construction, Textile Design, Fashion illustration
- Graduated with highest honors in the top 5% of the graduating class

London College of Fashion—London, UK

- Product Development Study Abroad Course
- Courses: Draping, Corsetry, Patternmaking, History of Fashion, Fashion Entrepreneurship