

MARTINA NORELL

Contemporary Women's Designer

DESIGN EXPERIENCE

Bailey44, Los Angeles 9/2018 to present

Senior Designer, wovens, knits and sweaters, Women's Contemporary Sportswear

- Promoted by Creative Director to design across three categories, domestic and import
- Key role in re-designing and upgrading the brand's look
- Overseeing daily work flow of tech designers, pattern makers and sewers
- In charge of costing Sweaters and overseeing Sweater's Technical Design department
- Influential in increasing brand's selling increase by 50% compared to last year

Bailey44, Los Angeles 12/2013 to 8/2018

Sweater Designer, Women's Contemporary

- Successfully created and launched Bailey44's first ever sweater division
- Collaborated daily and one-on-one with Creative Director Shelli Segal
- Created best-sellers that outsold main line's most successful items
- Built the sweater division and established the structure and systems from scratch
- In charge of the entire sweater division from hiring staff to ensuring quality and fit consistency
- Supervise production and technical team

NYDJ, Los Angeles 9/2012 to 8/2013

Senior Designer, Women's Contemporary Sportswear

- Designed completely new line for fast-growing retailer during its expansion into 40+ markets.
- Created a directional and focused assortment from concept and fabric selection to finished product
- Increased sweater offer by 400% from prior season
- Managed team of ten including designers, patternmakers, cutters and sewers
- Collection sold to major department stores around the world

Elie Tahari Jeans, Los Angeles (licensee line of Elie Tahari, New York) 7/2011 to 11/2011

Senior Designer, Women's Contemporary Sportswear

- Drove start-up of a new contemporary Sportswear line
- Created mood boards and color palettes seasonally
- Hired and mentored a team of six
- Designed and managed all categories (sweaters, knits, wovens, jackets) from sketch to sample
- Traveled to Hong Kong and China to source vendors and manage sample development

MARTINA NORELL

Contemporary Women's Designer

7 for All Mankind, Los Angeles

11/2009 to 10/2010

Interim Design Director, Women's Contemporary Sportswear

- Spearheaded and designed 3 collections that exceeded sales expectations by 23%
- Designed in all categories: sweaters, wovens, knits, jackets and outerwear
- Created each season's theme and color palette, and chose yarns, fabrics, trims and prints
- Presented collections to upper management and international sales team
- Oversaw sample room and patternmaking workflow

Peak Performance, Stockholm, Sweden (peakperformance.com)

8/2007 to 1/2009

Senior Designer, Women's Sportswear

- Directed and designed women's casual line from concept to sample
- Spring 2009 collection outsold Spring 2008 by over 8% during major economic downturn
- Spring 2009 casual outsold activewear in flagship store for first time ever
- Designed in all categories: wovens, tops, jackets, outerwear, bottoms, sweaters, cut & sew knits and denim

EDUCATION

Beckmans College of Design, Stockholm: Bachelor of Arts Degree in Fashion Design

AWARDS

H&M Scholarship for Best Graduating Collection. First Prize and Top Honor

SKILLS

Speak and write fluent English, French and Swedish

Basic Skills in German and Spanish.

Adobe Creative Suite, Excel, PDM