Natalie Sorensen

Senior Apparel Designer

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SUMMARY

Senior apparel designer with 8 years in outdoor and technical apparel, leading a women's outerwear and layering line of 70 styles. Designs in Adobe Illustrator and Adobe Photoshop, sets line plans with merchants, mentors 2 designers and works with overseas vendors on performance fabrics, fit and cost.

EXPERIENCE

Senior Apparel Designer

03/2022 - Present

Puget Ridge Outdoor

Seattle, WA

Outdoor brand selling technical apparel in 600 specialty doors and online.

- Lead design for a **70**-style women's outerwear and layering line worth $28M a year.
- Build seasonal line plans with merchandising, balancing price tiers and carryover against sales data.
- Mentor 2 designers and review every tech pack before it goes to the 5 overseas vendors.
- Develop performance fabrics with 3 mills, including a recycled 3-layer shell now used in 12 styles.

Apparel Designer

05/2019 - 02/2022

Emerald Peak Sportswear

Seattle, WA

Outdoor sportswear brand for men and women.

- Designed 40 fleece, insulated and rain styles a season for men's and women's lines.
- Created flats, artwork and tech packs in Adobe Illustrator and Adobe Photoshop for 4 seasons a year.
- Reviewed proto fits with technical design, approving 85% of styles by the second sample.
- Researched trends at 2 outdoor trade shows a year and turned findings into concept boards.

Assistant Designer

07/2018 - 04/2019

Ballard Knit Mills

Seattle, WA

Wool knitwear maker.

- Drafted 60 sweater flats and stitch callouts a season in Adobe Illustrator for the wholesale line.
- Tracked 100 samples a season from 2 knitting partners and flagged late protos to the design lead.
- Organized yarn cards and color standards so designers could pull approved shades in minutes.

SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Line Planning
- Technical Outerwear
- Performance Fabrics
- Tech Packs
- Fit Reviews
- Concept Boards
- Overseas Vendors
- Communication Skills

EDUCATION

Bachelor of Arts

05/2018

Washington State University

Pullman, WA

Apparel, Merchandising, Design and Textiles