



eryn  
PATTON

## PROFILE

I'm a designer who is passionate about solving problems through good design. For nearly ten years, I've cut my teeth learning the ins and outs of design in the incredibly fast-paced fashion and beauty industries. My unique background has given me the opportunity to work and excel both as an individual contributor and as a team lead. I strive to learn and grow from every opportunity I'm given, which often leads to wearing many hats when part of small, scrappy team. I currently live in Huntsville, AL, but am open to discussing relocation for the right role. You can see more of my design work at [www.erynelizabeth.com](http://www.erynelizabeth.com).

## EXPERIENCE

- Senior Designer, Billy Reid** | Florence, AL | July 2019 - present
- Lead redesign and transition from Magento to Shopify, with added focus on mobile functionality and storytelling potential
  - Design, build, and send 4-7 marketing campaign emails per week
  - Utilize A/B testing in email campaigns and site pop-ups; provide team insights and pivot accordingly. List growth of 15% over last year, with email campaigns making up 38% of yearly revenue for 2020
  - Designer of print materials to support 14 stores, print ads, and yearly product journal
  - Introduced collaborative software and tools to build a healthy and robust marketing calendar. Marketing plan now incorporates stakeholders and inventory quantities in planning
  - Created departmental processes and standard for building and storing assets in content library, powered by Google Drive

## SKILLS



- Brand Manager, Wendy Brandes** | New York, NY | 2016-2019
- Used competitive research to define a unique brand voice, as well as repositioning the brand as high-art collectibles
  - Created a new sales method, Wendy Brandes Concierge, where we utilized new wholesale partners as try-on points for product, giving wholesalers and designer a better handle on costly inventory production
  - Marketing management included creating digital and print materials (email campaigns, social media content, pitch decks) for business to business outreach, as well as direct to consumer outreach
  - Worked with team of two developers to transition from Magento to Shopify with price-tiered collections and improved shopping interactions across collection and product detail pages
  - Created standardized location for all assets (social, pitch decks, photography, etc) to be accessible by internal and wholesale teams, powered by Dropbox

- Designer, Just One LLC** | New York, NY | 2015-2016
- Sole Designer and Head of Product Development for startup cosmetics division under two company-owned labels, Cai Cosmetics and Taste the Tropics
  - Designed packaging (tubes, palettes, outer cartons, PDQ displays) for both differentiated labels
  - Managed overseas production for more than 30 SKUs
  - Worked with Head of Sportswear Division to prioritize needs of multiple product lines and manage a team of four colleagues
  - Created complex repeat patterns, CAD drawings, and managed fit/production for designated SKUs
  - Worked with all product lines to create a scaleable style numbering system and organizational method to support multiple departments

## EDUCATION

- B.S. Apparel Merchandising, Design & Production**  
Auburn University | Auburn, AL | 2013
- Apparel Technical Design: Technical Studies**  
Fashion Institute of Technology | New York, NY | Spring 2015