



# DAWN LAZRATION

## FASHION DESIGNER

### Profile

Hard-working designer with strong focus on product development, recognized for my ability to create compelling trend presentations, develop novelty trims & fabrications, and strength in prioritizing workloads & managing deadlines in a fast-paced environment.

## EXPERIENCE

One Jeanswear Group, LLC.

**SENIOR DESIGNER, WALMART PRIVATE LABEL**

**2022 - Present**

- Design denim, soft bottoms, jackets & outerwear assortments, with emphasis on strong price-value equation for Sofia Vergara, Terra & Sky, and Jessica Simpson from concept to production
- Designed styles that sold over 30% per week
- Collaborate with Walmart using Miro boards and 3D cads

**SENIOR DESIGNER, MACY'S PRIVATE LABEL**

**2017-2022**

- Created compelling seasonal trend presentations specific to each brand for INC, Style & Co, Charter Club and Karen Scott, identifying key opportunities based on market intel and sales data
- Sourced and developed extensive range of novelty embellishment

**DESIGNER, JESSICA SIMPSON GIRLS**

**2012-2017**

- Designed 3 collections per season for girls ages 2-12 including graphic tees, tops & dresses, outerwear & non-denim bottoms
- Developed exclusive capsules for off-price retailers
- Continuously updated best-selling collectible graphic tee programs

Spiegel Brands

**ASSOCIATE DESIGNER, NEWPORT NEWS**

**2008-2012**

**SOURCING & PRODUCT DEVELOPMENT  
COORDINATOR, NEWPORT NEWS**

**2006-2008**



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## SKILLS

- Tech Packs, Including Specs
- Adobe Illustrator & Photoshop
- Web PDM/PLM
- Browzwear & Clo
- Product Development
- Multitasking & Time Management
- Pattern Making & Sewing
- Worldwide Vendor Communication
- Flat Sketching

## EDUCATION

**ACADEMY OF ART UNIVERSITY,  
ONLINE, 2011-2013**

GRADUATE WORK IN FASHION DESIGN

**UNIVERSITY OF DELAWARE,  
NEWARK, DE  
2001-2005**

BS FASHION DESIGN