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## EXPERTISE

Product Design  
Product Development + Sourcing  
Manufacturing  
Research + Development  
Leadership + Mentoring  
Packaging Design  
Graphic Design  
Leather + Material Development  
Color + Pattern  
Trend Forecasting  
Competitive Analysis  
Digital Design

## EDUCATION

UNIVERSITY OF TEXAS AT AUSTIN  
Bachelor of Arts, Studio Art

PARSONS SCHOOL OF DESIGN  
Foundation Program

## SKILLS

Adobe Creative Suite  
Illustrator  
InDesign  
Photoshop  
HTML  
Microsoft Office Suite

# SHANNON CURRY

Design and development leader with demonstrated success in conceptualizing, designing, sourcing, and developing product through the entire life cycle. A strong creative problem solver with the ability to visualize product from concept to end consumer. Adept at thinking about product, packaging, and the merchandising experience throughout. Consistently assessing new ideas and business opportunities for growth within a category.

## EXPERIENCE

### DESIGN + DEVELOPMENT DIRECTOR | PARTNER Phantom Brand Group | Fayetteville. AR | 2017 - 2020

Set vision + direction for various product lines including soft goods, watches and sun. Created technical specs for all product lines, reviewed all samples against technical specifications, and signed-off on all material and color components. Strategize cost reductions as needed. Identified trends and opportunities for new business. Collaborated with photographers for lifestyle, product and e-commerce shots. Maintained all branding guidelines for marketing + digital collateral for the Columbia® brand license. Creator of all pitch presentations for new business opportunities. Set + executed all marketing direction for company + licensed brands. Weekly + Quarterly operations management meetings. Weekly Scrum Meetings with decentralized team.

#### KEY ACHIEVEMENTS:

- Pitched idea for NCAA | Columbia soft goods that was green-lighted - 2 yr forecast-ed sales projection at \$790k
- Created pitch for Columbia brand that resulted in 3 year license agreement

### OWNER | DESIGNER Fint + Co | Fayetteville. AR | 2015 - present

Product design + development services within the accessories and paper goods industries. Creation of full end-cap collections for various retailers. Clients include: Cre-8, Wal-Mart®, JoAnn's®, Michael's®, Fossil®, and Jack Mason brands

#### KEY ACHIEVEMENTS:

- Successfully launched a startup company and secured funding through creation of compelling branding and investor deck
- Launched a ladies small leather goods NCAA collection for Jack Mason brand sold on Amazon, Fanatics and Team Shops

### SR. DESIGN MANAGER Fossil®, Inc | Dallas. TX | 2001- 2014

Lead a team of 4 from concept through production of Fossil ladies soft good accessories. Responsible for directing brand right collections for a + \$350 million division. Worked with HR for all team recruitment. Responsible for problem solving new process to improve efficiency and productivity. Cross functional collaboration with Merchandising, Product Development, Marketing and Visual Teams. Responsible for entire life cycle of product including in-store quality reviews. Strategize cost reductions as needed. Identified missing trends and opportunities which lead to many core programs. Ensured all prototype timelines are met + first costs meet desired retails. Daily communication with manufacturers and suppliers

#### KEY ACHIEVEMENTS:

- Pitched and executed a brand story of vintage inspired silhouettes that became known as Vintage Re-Issue creating new business for both men's and ladies - generating over \$10 million in sales.
- Took a small collection and expanded its potential by adding vvv/travel pieces, new materials and seasonal newness. The Key-per collection became a \$30 million business creating a category for Fossil.

### WEB DESIGNER | PRODUCER Powered.com | Austin. TX | 1999-2001

### WEB DESIGN ASSISTANT MTV.com | New York City. NY | 1997-1998