

# GINA REESE

DESIGN AND PRODUCT DEVELOPMENT LEADER

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## PROFESSIONAL OVERVIEW

Experienced design and product development leader with a proven reputation for driving brand growth and delivering impactful results through a transformational leadership style. Skilled at creating cohesive, marketable lifestyle brands and building world-class teams. A creative yet analytical thinker with expertise across design, product management, and the entire production lifecycle. Known for building brands that resonate with consumers and drive revenue. Portfolio includes women's and men's apparel, loungewear, accessories, intimates, and footwear.

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## WORK EXPERIENCE

### Senior Design Director | Women's Sportswear

**Perry Ellis International, New York, NY | July 2024- Present**

Women's sportswear design leader for Rafaella, ELLA, and Laundry by Shelli Segal.

- Responsible for overseeing all aspects of design development including aesthetic strategy
- Led the brand direction and identity for the relaunch of Laundry by Shelli Segal and Rafaella
- Partner cross-functionally with the head of Sales and Merchandising to execute and plan business objectives.

### Design Director | Women's Sportswear

**Perry Ellis International, New York, NY | May 2021 - July 2024**

A key member of the women's sportswear team overseeing design for Rafaella, ELLA, and special projects.

- Instrumental in establishing brand identity, new brand launches, and other special project brand initiatives.
- Streamlined the design development process for mainline department store channels, off-price, and club businesses including Sam's Club, BJ's, and Costco.
- Developed and managed buyer-facing visual tools that streamline data and line presentations.

### Vice President of Owned Brands of Design and Product Development

**Saks Off 5th, New York, NY | August 2019 - June 2020**

Led Saks OFF 5th, at Hudson's Bay Company, private label design and merchandising men's and women's apparel, footwear, accessories, color, and CAD teams. Managed all private label brand identities across multiple categories.

- Partnered cross-functionally with members of the executive committee to execute and plan business objectives.
- Conducted in-depth research to maintain a high level of relevancy and brand identity across all markets.
- Identified and executed opportunities for process improvement that reduced production timelines and costs.

### Divisional Vice President of Owned Brands Design

**Hudson's Bay Company, New York, NY | May 2018 -August 2019**

Spearheaded the development and execution of innovative brand launches for modern women's design, fabric, and CAD teams across Saks Fifth Avenue, Saks OFF 5th, Lord & Taylor, and Hudson's Bay Company private label lines.

- Managed development and design to establish brand identities, achieve target costs, and drive margin.
- Established strategic relationships with domestic and international vendor partners.
- Built team culture by establishing an internal learning and development program that increased engagement.

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## WORK EXPERIENCE CONTINUED

### Senior Designer- Design Director

**Hudson's Bay Company, New York, NY | February 2013 -May 2018**

Managed modern women's design across the woven, lounge, and cut and sew knits categories for Lord & Taylor and Hudson's Bay Company private labels.

- Evaluated trends, sales, and market analytics to develop customer-focused collections.
- Maximized team structure to achieve high efficiency and developed new workflow processes.
- Communicated with both domestic and international vendors on sampling, sourcing, and production.
- Traveled domestically and internationally to analyze trends, build vendor relationships, and manage product lifecycle.

### Assistant Designer- Senior Designer

**New York and Company, New York, NY | February 2008 -January 2013**

A key member of the in-house design team, managing products for monthly deliveries across multiple categories. Portfolio of product responsibility included knits, wovens, intimates, dresses, and loungewear over company tenure.

- Identified white space opportunity to expand market share and expand the product offering.
  - Managed sketches and detailed design packages for sampling and production.
  - Researched trends, silhouettes, and fabric innovations to further enhance the product.
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## EDUCATION

SUNY Empire State University | Bachelor of Science in Business, Management, and Economics

The Art Institute of Fort Lauderdale | Associate of Science in Fashion Design

Fashion Institute of Technology | Continuing Education courses in Marketing, Merchandising, and Fine Arts

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## ACCOLADES

Summa Cum Laude | SUNY Empire State University

Future Fashion Designer & Best Digital Portfolio | The Art Institute of Fort Lauderdale

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## PROFESSIONAL SKILLS

Cost Optimization

Process Strategy

Marketing Strategy

Brand Identity Development

Concept Development

Innovation Cultivation

Visual Presentations

Production Calendar

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## TECHNICAL SKILLS

CAD Print Design

Photoshop

Fabric Development

PLM Systems

Ned Graphics

Illustrator

Visual Merchandising

Presentation Design