

GINA REESE

DESIGN AND PRODUCT DEVELOPMENT LEADER

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PROFESSIONAL OVERVIEW

Experienced design and product development leader known for driving brand growth and delivering results through transformational leadership. Proven success across vertical, private label, and wholesale channels in both full price and off price markets. Portfolio spans women's apparel, accessories, sleepwear, intimates, and licensing.

WORK EXPERIENCE

Perry Ellis International, New York, NY | May 2021 - Present

Rafaella | Laundry by Shelli Segal | Ella Rafaella

-Vice President of Women's Sportswear | July 2025- Present

- Lead the brand vision and identity for Laundry by Shelli Segal and Rafaella, maintaining a unified direction.
- Oversee the full design development process, concept creation, aesthetic strategy, and seasonal execution.
- Partner with the Licensing Team to manage the brand and concept direction of licensed product categories.

-Senior Design Director of Women's Sportswear | July 2024- July 2025

- Led the brand direction and identity for the relaunch of Laundry by Shelli Segal and Rafaella brand.
- Responsible for overseeing all aspects of design development, including concepts, prints, and aesthetic strategy.
- Worked closely with the marketing team to reset and align creative direction across all channels.

-Design Director of Women's Sportswear | May 2021 - July 2024

- Partnered cross-functionally with the head of sales and merchandising to execute and plan business objectives.
- 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.

Hudson's Bay Company, New York, NY | February 2013 -June 2020

Lord & Taylor | Hudson's Bay Company | Saks Fifth Avenue | Saks off 5th

-Vice President of Owned Brands of Design | August 2019 - June 2020

- Led Saks OFF 5th Private Label Design and Merchandising Teams for men's and women's apparel, footwear, accessories, sleep, color, and print teams.
- Partnered cross-functionally with executive committee members to execute and plan business objectives.
- Managed the development and design team to establish brand identities, achieve target costs, and drive margin.

-Divisional Vice President of Owned Brands Design | May 2018 -August 2019

- Spearheaded the development and execution of innovative brand launches for modern women's design and print teams across Saks Fifth Avenue, Saks OFF 5th, Lord & Taylor, and Hudson's Bay Company private label lines.
- Established strategic relationships with domestic and international vendor partners.
- Built team culture by establishing an internal learning and development program that increased engagement.

- Senior Designer- Design Director | February 2013 -May 2018

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

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WORK EXPERIENCE CONTINUED

New York & Company, New York, NY | February 2008 - January 2013

-Assistant Designer - Senior Designer

- A key member of the design team, managing products for monthly deliveries across multiple product categories, including knits, wovens, sleepwear, intimates, dresses, and loungewear over company tenure.
- Identified white space opportunity to expand market share and product offering.
- Managed sketches and detailed design packages for sampling and production.
- Researched trends, silhouettes, and fabric innovations to further enhance the product.

Andrew & Co, New York, NY | May 2007- January 2008

-Designer - Head Designer

- Developed sketches and detailed technical packages for sampling and production for woven categories.
- Collaborated with the sales team to present the collection to buyers and accounts.
- Extensively communicated with factories for development, production, and sourcing.

Jaclyn Apparel, New York, NY | August 2005- May 2007

-Print Designer/Design Assistant - Sleepwear and Intimates

- Created original prints for seasonal sleepwear and intimates collections.
- Collaborated with the design director to establish concepts, print assortments, and color palettes.
- Developed packaging and sketches for internal product lines and custom projects.

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

PROFESSIONAL SKILLS

Cost Optimization
Concept Development

Process Strategy
Innovation Cultivation

Marketing Strategy
Visual Presentations

Brand Identity Development
Production Calendar

TECHNICAL SKILLS

Print Design
Ned Graphics

Photoshop
Illustrator

Fabric Development
Visual Merchandising

PLM Systems
Presentation Design