

# TONYA BLAZIO-LICORISH

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## PROFESSIONAL PROFILE

*Creative Design Professional with a diversified background in product development/management. Detail oriented, with an in depth knowledge of the "design aesthetic" to insure a store salable product. Possess effective collaborative and interpersonal skills, with well-developed verbal and written communication. Accustomed to performing in deadline sensitive environments with the ability to thrive in a highly competitive industry. Product Development experience in the following:*

### DESIGN

- Silhouette Design
- Color/Trend Management
- Art/Graphic Direction
- Fabric/Print Direction

### TECHNICAL

- Garment Evaluation
- Technical Specs
- Knit Graphs
- Factory ready Tech Packs

### PRODUCT MANAGEMENT

- Overseas product development
- Merchandise Line Assortment
- Quality Control
- Source Yarns, Fabrics and Trims

## INDUSTRY EXPERIENCE

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**MPDClick.online/Mudpie**, Lockerly, Romsey UK, 2007-Present  
**Trend Research - Photo Journalist**

*Compile research, analyze and document within all categories (apparel, accessories and, home furnishings) new and emerging trends to include color, garment silhouettes, trim details, fabrics, prints and patterns to be used within the apparel and home furnishings market as it pertains to seasonal lines and sales initiatives. Attend trade shows, shop local markets and establish trend "right" visual and written reports to be used for MPDClick.online web magazine for the creative industries.*

**Paris Accessories Inc.**, New York, N.Y., 2003-2006  
**Sr. Product Designer**

*Successfully manage line build for all cold weather categories from concept through completion. Work closely with sales and management to develop a cost effective, salable product through effective presentations and daily communication. Merchandise and plan line assortments for seasonal sales initiatives. Established and maintained technical packages, fit prototypes, initial costing, line lists and color standards. Work directly with vendors to source, and develop price effective yarns, fabrics and trims for line build. Effectively build and motivate team members. Overseas travel for trend research, initial line development and quality control.*

### Achievements:

- < *Developed, introduced and helped launch successful campaign for "target dollar shop" initiative with sales exceeding projected goals.*
- < *Consistently Increased sales revenue within several dept. store private label accounts.*
- < *Established trusting relationships with team members, vendors, and sales associates.*

**DONNKENNY APPAREL INC., NEW YORK, N.Y. 2002-2003**

**Sr. Product Designer**

*Successfully managed the design process, alongside Design Director, to establish new direction for Private Label brand of knitwear. Create and approve, original artwork, embroidery layouts, knit graphs and lab dips for seasonal line build and development. Conduct and attend fit sessions to correct development and pre-production samples to adhere to initial technical development specs. Work directly with textile studios to insure consistency with color and trend direction. Managed all C.A.D. presentations utilizing Primavision Design Software.*

**Achievements:**

- < Recruited from freelance to Sr. Product Designer.
- < Successfully initiated the implementation of Primavision Design Software as design platform for private label knits and sweaters
- < Managed and provided design, technical, and computer training to assistant designer.
- < Successfully utilize Justin tracking systems for input of all technical packages for seasonal line build.

**1992-2001 Designer**

*Successfully worked as a fulltime product designer/consultant within the fashion and interiors industries, utilizing skills in C.A.D design, technical design, illustration, silhouette direction and product management.*

## **EDUCATION BACKGROUND**

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**Bachelor of Fine Arts in Fabric Styling, Associate Degree in Fashion Design, 1990-1994**

*Fashion Institute of Technology, New York, N.Y.*

**Certificate of completion Adobe Illustrator, Photoshop, 2006**

*Xincon Technologies, New York, N. Y.*

## **TECHNICAL PROFICIENCY**

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**Platforms:** Mac OS X 10.4.11, Windows

**Applications:** Primavision Software (Lectra), Microsoft Office Suite (Word, Excel, Outlook),  
Adobe Illustrator, Photoshop, Acrobat  
Justwin Product Management Tracking Systems, Fetch- File Transfer Systems,

## **OVERSEAS TRAVEL**

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**Product Development – India, China, Taiwan**

**Research – Japan, London, Paris**