

PROFILE



AARON
HOTCHKISS

TEXTILES
& CAD
DESIGNER

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PORTFOLIO:
aaronhotchkiss.com

Experienced **Textile/CAD Designer** with extensive knowledge in all facets of fashion
Passionately driven to create original dynamic **art, sketches & prints** with **attention to detail**.

EXPERIENCE

FREELANCE NYC | 2015 - PRESENT

GIRL, BOY, BABY, JUNIOR, MISSY, WOMEN, MEN

- **Clients:** Garan, Delta Galil, Topsville, Major Label, Isaac Morris, IHL, Pivot, JS China & ADTN
- Provide sketches, prints and graphic art in all apparel categories
- Recolor, revise and redesign studio and vintage prints
- **Bringing new perspective and fresh look** to lines
- Attend fittings, create tech packs, provide comments on LD & S/O to factories
- Developed **textile print catalogue**, providing custom orders for roll fabric

BTWEEN | NYC | 2020 - 2023

GIRL, BABY, JUNIOR - RTW, SWIM, SLEEP & ACTIVE

Senior Textile/CAD Designer

- Developed print and graphic collection
- Create flats and maintained CAD styles
- Kept projects delivered on schedule for buyer presentations and production
- Designed embellishments, embroideries, tags, labels, appliquéd, sequins, etc.
- **Research and forecast** fashion trends to develop concepts and advise seasonal collections
- Communicate with factories, verifying quality for btween's production standards

THE CHILDREN'S PLACE | SECAUCUS | 2010 - 2015

BOY, GIRL, BABY - RTW, SWIM, SLEEP & ACCESSORIES

Senior Textile/CAD Designer - seasonal graphics & prints

- Report to concept meetings, and internal sketch reviews.
- Designed embellishments, embroideries, tags, labels, appliquéd, flocking, sequins, etc.
- Worked with merchants to establish sales goals, translating company needs into appealing designs
- Created/altered flats, product line sheets for hand-off, mood boards and pitches
- Fashion trend research for ready to wear and mini seasonal collections

MACY'S MERCHANDISING GROUP | NYC | 2007 - 2010

GIRL, BOY, JUNIOR, MISSY, WOMEN, MEN - ALL CATEGORIES

Associate graphic artist for Epic Threads, American Rag, Greendog, I.N.C. & Charter Club

- Accepted duties on multiple labels on design and fabric teams
- Placement art, plaids, color blocking, lace and sweater design
- Researched and shopped trends for art direction and inspiration boards
- Maintained CAD styles and colors

A C C O M P L I S H M E N T S

- Created countless best-selling designs at the **top of weekly sales** reports, surpassing goals
- **Lead collaboration between RTW and swimwear** overseeing cohesive color and style matching
- **Streamlined quality** and turnaround in strike-off process, saving time and money for the company
- Shared talent and expertise, proposing innovative improvements across company departments and labels
- Standardized limitation of color and material selections for cost-effective products

S K I L L S

T E C H N I C A L

- Strong sense of color, style and garment construction
- Excellent knowledge of screen print and embellishments
- Drawing and painting-digitally and by hand
- Creative/inventive slogans and verbiage
- Packaging, logo, and heritage branding
- Strong organization and communication skills

P E R S O N A L

- **Communicating concepts** with visual excitement
- Excellent organizational and project management
- **Highly adaptive** to fluctuating needs of apparel business
- **Work well under pressure** with multiple, overlapping deadlines
- **Self-motivated** member with teams and independent
- **Style conscious** of design trends and techniques of competitors
- Efficient, versatile, creative and resourceful

S O F T W A R E

Expert in Adobe Suite, Lectra Kaledo Suite, Painter, Procreate, TUKAstudio, EmbroideryStudio & Microsoft Office

E D U C A T I O N

P R A T T I N S T I T U T E

Bachelor of Arts: Communication Design & Fashion Illustration

President's List