

REBECCA R URBANK

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CAREER SUMMARY

Apparel Designer | Trend Forecaster

- Senior level Sportswear Designer with 15+ years of experience, specializing in both woven and knitwear fabrications with a knack for skillfully infusing a cohesive brand story across all categories.
 - An energizing, culture-focused teammate and leader. Committed to being a reliable source for positive support and motivation among peers.
 - A forecasting enthusiast utilizing international travel, a variety of cultural events, and trade publications to interpret upcoming color, pattern, and retail trends.
 - Exceptional communication and fast response rate with both overseas crew and in house teams to consistently adhere to project timelines.
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AREAS OF EXPERTISE

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|----------------------------|-----------------------------------|---------------------------|
| • Trend Forecasting | • Woven & Knit Fabric Development | • Verbal Presentations |
| • Color Development | • Trim Sourcing & Development | • Digital & Hand Sketches |
| • Garment Washing & Dyeing | • Cost Engineering | • Adobe Suite |
| • Seasonal Mood Boards | • Garment Construction & Fit | • Microsoft Office Suite |
| • Team Management | • Detailed Technical Packages | • Various PLM Programs |
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PROFESSIONAL EXPERIENCE

Liverpool, Los Angeles, CA

2025 - 2026

Contemporary lifestyle brand known for elevated denim and refined casual wear

Men's Senior Designer

Designed across all men's categories including denim, non denim bottoms, woven shirts, knits, and sweaters, supporting the expansion of an elevated sportswear collection. Managed ongoing communication with overseas vendors to ensure alignment on timelines, product execution, and approvals.

BJD Inc, Los Angeles, CA

2023 - 2025

Menswear manufacturer supplying trend-right garments to department stores and value-driven retailers

Senior Designer, Young Men's

Launched young men's surf/ skate action sports-inspired collection for acquiring business in East Coast region. Created an assortment of fashion conscious bottoms, woven shirts and knit tops, including all packaging and label design for the Nickel & Iron dress casual line, Newport Isle resort collection, and Rode young men's line.

Wiford Gallery, Santa Fe, NM

2021 - 2023

Fine art gallery located on world- renowned Canyon Road art district

Art Dealer

Engage potential clients and previous art collectors to assist in acquiring fine art for their home or business. Educate clients through extensive knowledge of art and art history in one of the largest art markets in the US. Curate gallery artwork and support the Administrator in building point- of- sale system operations.

Copper & Oak Supply, New York, NY

2017 - 2019

Vintage- inspired men's sportswear collection marketed to department stores and big box retailers

Senior Sportswear Designer

Directed the Associate and Graphic Designer to produce an inspired collection of garments with various washes, dyes, and fabric treatments. Styled all photo shoots, showrooms, trade show booths, and wrote all text for web to create a cohesive and collective brand image. www.copperandoaksupply.com, www.tkoerevolution.com

LF Americas (Li & Fung), New York, NY

2012 - 2017

Sportswear Division of major retail manufacturing corporation, specializing in Private Label and Licensed apparel

Senior Men's Sportswear Designer

Initially hired to design and update all product categories for Macy's Exclusive youth sportswear brand, Sons of Intrigue (2012-2013). Soon moved to establishing and expanding the woven sport shirt category for the Geoffrey Beene Collection at Macy's (2013-2015).

- **Chosen to create and present a seasonal assortment of woven product for Merona for Target**, as well as George for Walmart. Both of these initiatives resulted in massively successful replenishment woven shirt programs selling in all doors across the US (2015-2017).

Perry Ellis Collection, New York, NY

2007 - 2012

High quality Men's casual and dress apparel sold at fine retailers and department stores

Menswear Designer

Managed an Assistant, Graphic Designer, and CAD Designer to develop the Casual capsule, a cohesive subdivision of Collection products including knits, sweaters, woven shirts, bottoms, outerwear, denim, and graphic tees (2007-2009). Collaborated with technical design team to achieve a market- appropriate silhouette through bi-weekly fittings with live model. Mentored my Assistant CAD Designer to grow into an Associate role.

- **Oversaw dress shirts and core item suiting** to account for 60% of annual Collection sales (2009-2012)
- **Reinterpreted Collection items into inspirational looks for seasonal runway shows** at NY Fashion Week
- **Won 2008 Designer of the Year Award** for my enthusiastic determination in building the PE denim business

Triple Five Soul, Brooklyn, NY

2006

Men's and Women's Streetwear Label distributed in boutiques and flagship stores across the U.S.

Design Intern

Developed line plans and color layouts for all designers utilizing Adobe Illustrator. Researched in- store trends and desired garment shapes with the design team as a denim fit model.

Hippnotik Boutique, Akron, OH

2002 - 2006

Local boutique specializing in novel clothing and accessories designed and altered in- house

Designer | Tailor | Assistant Manager

Collaborated with the owner to imagine and construct innovative and offbeat clothing and accessories for men and women. Integrated personal aesthetic into design and layout of store interior, advertising, and social events.

EDUCATION

Bachelor of Fine Arts, Fashion Design | Kent State University, Kent, OH

Cum laude honors graduate; Emphasis in Marketing

Semester Abroad in Florence, Italy

- **Cleveland Fashion Week 2006 Student Designer Award and runway show participant**
- **Selected participant in the 2005 CFDA Student Design Competition**