



3 13.702.0404



emmyzaatar.designs@gmail.com



www.emmyzaatardesigns.com

EMMY ZAATAR

SHE/HER

EDUCATION



BFA Apparel and Textile Design

Michigan State University • August 2013 - May 2017

STRENGTHS

Presentation skills
 Cross functional collaboration
 Vendor communication
 Adobe Programs
 Microsoft Programs
 PLM (Flex)
 Digital & handsketching
 Color, fabrics, fibers
 Pattern making
 Craft & attention to detail
 Trend research
 Hardware development
 Draping
 Tech pack creation

MOST PROUD OF



Chiropractic Association

December 2020

- Researched, initiated, and liaised an endorsement with the ACA for the redesign of Vera Bradley backpacks

SHOWS & AWARDS

Broad Art Museum Benefit Gala

October 2016

- Selected by the ATD Faculty to create a conceptual design based off a culture

ATD Fashion Show

Sustainability Award • March 2016, April 2017

ATD Gallery Exhibit

November 2016

ACHIEVEMENT

Farnsworth-Munsell 100 Hue Test

Superior Color Score

Michigan State University Dean's List

Spring 2014, Fall 2015, Spring 2016, Fall 2016, Spring 2017

ABOUT

Creative designer with a passion for art of all mediums, fueled by designing with purpose.

EXPERIENCE



Lead Gear Designer

Madison Heights, MI • March 2022 - September 2023

Entrusted as the gear designer, product developer, technical designer, material developer quality specialist and packaging designer while overseeing all projects within the gear category. Led in all communication with factory and vendor partners while strengthening relationships. Collaborated with cross functional teams such as legal, quality, buying and planning to ensure alignment in new assortment launches.

- Managed the design development of [Spring 2023 Comfort Camping Collection](#) upon hiring. Led in the development and approvals of color, material, silhouette design and features while simultaneously creating packaging and hang-tag artwork.
- Spearheaded the [Pack Project](#), a six piece assortment that was presented and bought into by Moosejaw and Public Lands for the Spring 2024 season.
- Elected to take over logowear, hydration and accessory categories due to exemplarily skill set while overseeing multiple avenues of business.



Vera Bradley

Associate Designer

Fort Wayne, IN • March 2020 - February 2022

Manage the design development Quarterly of up to five collections simultaneously while working cross functionally with the product development, merchandising, quality, and materials teams. Excellent presentation and public speaking skills from presenting collections to the executive, product development and merchandising teams each season. Researched and analyzed fabric, hardware, and silhouette trends through industry and product periodicals.

- Earned [ACA Endorsement](#) for my backpack designs starting launch in Spring 2020. Marking the first time Vera Bradley ever received a medically endorsed design.
- Design Team lead partner for the [travel collections](#) specializing in travel bags, backpacks and accessories.
- Selected by Creative Director to lead the design and development of sister brand, [Pura Vida's](#), first backpacks and accessories launching Summer 2021.



Vera Bradley

Assistant Designer

Fort Wayne, IN • November 2017 - March 2020

Design collections with extreme attention to details from the style, silhouette, materials, and quality of the product. Create new material tech packs for material development working cross functionally with the quality and materials teams. Advanced knowledge in construction working with the sample room on new product prototypes and concepts. Communicate with overseas vendors to develop the bags efficiently.

- Led the development of multiple [collections](#) simultaneously.
- Created [entire specialty collections](#) working closely with the creative director and design manager.
- Sole designer of artwork for an entire [novelty collection](#).



Floral Designer & Sales Associate

East Lansing, MI • February 2015 - May 2017

- Designed flower bouquets and store floor layout.
- Specialized in floral sales as well as maintaining customer and vendor relationships.