

# cassandramcgrath

## skills

- Implementing design vision and creative tone, interpreting trend to support brand aesthetic and customer insight, direction and management through all phases of design development
- Trained in human centered design, design thinking, growth mindset and leadership
- Brand invention and reinvention
- Graphic, print, and pattern direction and development
- Strategic talent planning and team organizational architecture
- Styling for marketing concepts, key outfits, in-store presentations, and on location
- Ability to work from anywhere, collaborate virtually, and proficient in remote technology tools

## contact

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\*Searching for a position in  
the Columbus, Ohio area  
or with remote possibilities

## experience

### JCPenney • Dallas, Texas & remote

**Senior Design Director, Kids** • April 2018 - present

**Divisional Trend & Textile Director, Kids** • December 2015 - April 2018

**Textile Design Director, Kids** • June 2014 - December 2015

- Responsible for design of Kids private label product which includes all brands, genders, size ranges, categories, and artwork.
- Implement design concept and direction seasonally, ensure appropriate interpretation of trends, work directly with team to assort and merchandise product that best highlights key initiatives.
- Key contributor in recent launch of new brand and relaunch of existing brands aimed at modernizing product offering.
- Lead creation of key outfits for marketing and in-store presentations, participate in marketing concept creation, provide styling direction, and attend photo shoots.
- Manage high performing team of 20-30 associates consisting of Design Directors, Apparel Designers, and Graphic Artists. Focus on strategic talent planning, career growth, and team architecture.
- Maintain record of success meeting deadlines, developing new and more efficient processes, managing budgets, and balancing workload in a fast-paced environment.

### Abercrombie & Fitch • Columbus, Ohio

**Director, Graphics, Abercrombie Womens & Girls** • December 2009 - November 2013

**Director, Graphics, Hollister Bettys** • July 2009 - December 2009

**Senior Graphic Designer, Gilly Hicks** • May 2008 - July 2009

- Director of team responsible for adult and kids graphics for all product categories. Graphic products drove 25% of Female business and over \$400 million in annual revenue.
- Set creative vision, mood, and graphic direction each season, directed artwork, inspired creativity in direct reports, and oversaw all designs through the production process.
- Managed team of 15 Graphic Designers to develop their eye for the brand, interpret current trends, guide prioritization and decision making, and develop skill sets for career growth.

### Old Navy • San Francisco, California

**Senior Graphic Designer, Womens** • March 2007 - May 2008

**Graphic Designer, Womens** • August 2005 - March 2007

**Associate Graphic Designer, Girls & Womens** • May 2004 - August 2005

## education

University of Cincinnati • Cincinnati, Ohio

**Bachelor of Science in Graphic Design** • June 2003

Cum Laude