

cassandramcgrath

experience

JCPENNEY (DALLAS, TX)

SENIOR DIRECTOR, DESIGN (2018 - present)

DIVISIONAL DIRECTOR, TREND & TEXTILE DESIGN (2015 - 2018)

DIRECTOR, TEXTILE DESIGN (2014 - 2015)

- Curate and create Kids Private Label product which includes all brands, genders, size ranges, categories, and artwork, resulting in approximately \$500M sales annually.
- Motivate high-performing team of 20-30 multi-level associates through all phases of design development and production (concept to floor). Implement design vision seasonally, work directly with team to assort and merchandise product that best highlights key initiatives.
- Unify vision cross-functionally with marketing to elevate concept and content creation. Create key outfits and in-store presentations, provide styling direction, and attend photoshoots.
- Spearheaded launch of new brand and relaunch of existing brands aimed at modernizing product. Leveraged research, data, and customer feedback to maximize growth and innovation.
- Maintain record of success meeting deadlines, managing budgets, and balancing workload in a fast-paced environment. Align processes, create time and action calendars, and increase efficiencies to drive results and inspire team members.
- Earned recognition through JCP Top Talent Program, designed to build both business acumen and leadership capability. One of 15 participants selected on the criteria that their efforts significantly contribute to the performance of their team and the company. Trained in human centered design, design thinking, and growth mindset.
- Implemented and remain as Executive Lead for Continuing The Conversation (CTC), a grassroots associate group with the mission to create a safe space to talk, learn, engage, and challenge the status quo surrounding systemic racism and related topics.

ABERCROMBIE & FITCH (COLUMBUS, OH)

DIRECTOR, GRAPHICS (2009 - 2013)

SENIOR GRAPHIC DESIGNER (2008 - 2009)

- Led team of 15 Graphic Designers responsible for A&F adult and kids graphics, for all product categories. Graphic products drove 25% of Female business and over \$400 million in annual revenue.
- Collaborated with and presented to CEO regularly, and established strong relationships with cross-functional counterparts.
- Taught associates to further analyze current trend and sales information, guided daily prioritization and decision making, and generally coached for career growth and development.
- Set creative vision and art direction each season, inspired creativity in direct reports, and oversaw all designs from initial concept phase through the production process.
- Pioneered some of Abercrombie's first licensed product partnerships.

GAP INC. (SAN FRANCISCO, CA)

SENIOR GRAPHIC DESIGNER (2007 - 2008)

GRAPHIC DESIGNER (2005 - 2007)

ASSOCIATE GRAPHIC DESIGNER (2004 - 2005)

- Led team of full-time, freelance, and intern designers in conceptualizing and designing all apparel artwork for Old Navy.
- Coordinated schedules and calendars, collaborated with overseas vendors, traveled for concept research and trend identification, and created original designs.

education

UNIVERSITY OF CINCINNATI (CINCINNATI, OH)

BACHELOR OF SCIENCE, GRAPHIC DESIGN (2003)

- Cum Laude, Cincinnatus Century Scholarship

contact

917 - 657 - 5065

mcgrathcassandra@icloud.com

www.mcgrathcassandra.com

skills

VALUES-BASED LEADERSHIP

TREND & SALES ANALYSIS

STRATEGIC TALENT PLANNING

TEAM ARCHITECTURE

BRAND INVENTION

BRAND REINVENTION

VERSATILITY & ADAPTABILITY

COLLABORATION

COMMUNICATION

HIGH TECHNOLOGY ACUMEN