

MICHAELA PLOTNER

Boston, MA | 912-257-2068 | michaela.plotner@gmail.com | www.linkedin.com/in/michaelaplotner

SUMMARY

Creative and strategic Women's Apparel Designer with experience leading design direction and product development across multiple women's categories, including denim, wovens, knits, jackets, and suiting. Proven success in managing end-to-end seasonal design processes for large corporate retailers, balancing creativity with business goals and customer insight. Skilled in trend analysis, fabrication, and color direction with a strong eye for fit, construction, and customer relevance. Passionate about leading creative teams, mentoring emerging designers, and bringing thoughtful, customer-first design to life. Adept at leading teams through complex seasonal design cycles, balancing creative innovation with operational excellence and business alignment.

CORE STRENGTHS

Creative Direction & Leadership | Cross-Category Design Expertise | Trend Development & Fabric Strategy
Product Lifecycle Management | Presentation & Communication

WORK EXPERIENCE

Associate Designer, J.JILL - Boston, MA

May 2023 - Present

- Interpreted seasonal fashion direction and assortment opportunities for the Wearever collection, ensuring designs aligned with brand identity and customer expectations.
- Created original fabric and color concepts in collaboration with the Trend Office, aligning seasonal palettes and silhouettes across key product categories.
- Completed timely approvals of strike-offs, knit-downs, and fabric development samples; reviewed construction, fit, and coloration prior to final sign-off.
- Partnered with Product Managers and Technical Designers to prepare concept packages, sample line reviews, and seasonal presentations.
- Maintained adherence to the Seasonal Time and Action Calendar while managing multiple development timelines simultaneously.

Associate Designer, KOHL'S - Milwaukee, WI

Jan 2020 - May 2023

- Promoted within two years for strong performance and leadership in managing key seasonal collections.
- Collaborated with marketing and merchandising teams to support campaign visuals, trend direction, and customer engagement strategies.
- Presented seasonal design concepts and brand storytelling ideas to leadership, aligning creative output with company vision.

Apparel Design Intern, Abercrombie & Fitch Co. - Columbus, OH

Summer 2018

- Supported senior designers on seasonal concept development, color direction, and line planning to maintain cohesive brand messaging.

Fashion Stylist & Editor, SOUTH Magazine - Savannah, GA

Jan 2016 - Sept 2016

- Partnered with marketing and event teams to execute branded community activations, photo shoots, and editorial campaigns.
- Managed social and digital content that increased brand awareness and community engagement.
- Curated visual concepts that reinforced brand identity and built audience connection.

EDUCATION

Master of Business Administration

June 2025 - Expected Dec 2027

Colorado State University, Fort Collins, CO

Bachelor of Fine Arts in Fashion Design

Sept 2016 - Aug 2019

Accessory Design Minor

Savannah College of Art and Design, Savannah, GA

PROFESSIONAL CERTIFICATIONS

- Munsell Hue Color Certification
- EDITED Retail Certification