

# Michaela Plotner

## DESIGNER

### CONTACT

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### EDUCATION

**Savannah College of Art and Design**  
B.F.A. Fashion Design  
Accessory Design Minor

### SKILLS

- Browzwear VStitcher 3D Design
- Adobe Photoshop & Illustrator
- OnePLM
- Trend & Color Analysis
- Fashion Illustration
- Flat Pattern Making & Draping
- Technical Flats
- Styling
- Google Drive / Microsoft Office

### CERTIFICATIONS

**Munsell Hue Color Certification**  
May 2021

**EDITED Retail Certified**  
July 2020

### REFERENCES

Available upon request.

### WORK EXPERIENCE

#### KOHL'S

##### ● Associate Designer

*Milwaukee, Wisconsin | 2020 - present*

- Lead presentations in milestone meetings to influence cross-functional partners on development for each season
- Compile, edit, and owned market and trend research to drive product direction
- Research and developed fabrications cross functionally with internal partners, mills and vendors.
- Owner of seasonal color palette and material palette for the season
- Mentoring, coaching, and onboarding new hires and interns
- Successfully solved creative challenges to drive efficiency through process creation that met business objectives and strategies.

##### ○ Assistant Designer

- Built, created and updated tech packs, trim sheets and design packages in PLM for knit and woven categories of woven and knit; tops, bottoms, jackets, denim, dresses, skirts, athleisure, and performance wear.
- Compiled market and trend research to share out with leadership, partners and vendors
- Influence Design concept and seasonal direction by presenting to leadership and partners.
- Support with fittings, submits, and other responsibilities to ensure quality
- Assisted in onboarding new hires in PLM and design processes

#### ABERCROMBIE&FITCH

##### *Apparel Design Intern: Hollister / Gilly Hicks*

*Columbus, Ohio | 2018*

- Responsible for creating trend and research boards for color, fabric, and style for lounge and intimates
- Color and Quality checked textiles, hardwares, and other materials
- Facilitated style handoffs, fits, and utilized PLM software
- Collaborated with cross functional partners to mock-launch a season of development
- Created mock-ups and prototypes for season presentations

#### SOUTH MAGAZINE

##### *Fashion Stylist and Editor*

*Savannah, Georgia | 2016*

- Styled and creatively directed sets for photoshoots, covers, and editorials.
- Coordinated and managed large projects, including photoshoots, community events, and openings
- Redesigned the magazine's website for easier navigation of digital versions of the magazine.
- Head of all social media accounts to deliver content, gain following, and customer reach for the magazine.