

AMANDA QUEHL

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Designer – Active and Outdoor Apparel

Experienced designer in Women's and Girl's with close to 10 years of experience in technical categories run, train, swim and outerwear. Partner with Design Directors, Merchandising, Tech Design, Color / Art team and Production to bring product to life. Associates of science degree in Fashion Design.

- Design technical outerwear and run collections
- CADs, TPs, Sketches, Coloring
- Seasonal trend research
- Design Girl's swim
- Utilize innovative techniques

Experience

MONTURA Zanè, Italy | 9/2023 - 8/2024

Freelance Apparel Designer

In-house freelance designer for best-in-class Italian mountain apparel brand. Focused on supporting design director with seasonal concepting and research, color palette development and presentation, collection development, initial hand sketches, CAD development and technical details. Designed FW25 snow sports and SS26 trail running collections.

- Play a key role in designing apparel collections and supporting collection development activities and contribute with creative ideas for impactful, high-quality graphics to communicate the brand message
- Drive conceptualization of design ideas and development processes to ensure that all the products are designed to meet the highest standards of efficiency and stay up to date on current industry trends and market conditions
- Collaborate with team members to ensure consistent and accurate communication

LOLÉ Montreal, Canada (remote) | 1/2022 - present

Freelance Apparel Designer

Freelance designer for \$7.5M revenue athletic, lifestyle, and outdoor retailer. Focused on assisting design director with seasonal concepting and research, initial hand sketches, CAD development and technical details. Responsible for over 60 styles for Women's and Men's across 5 seasons.

- Design technical outerwear pieces including a seam-sealed waterproof rain jacket and 6 style snow sports group (seam-sealed waterproof jacket and pants, softshell pants, insulated jacket, pants and bibs), quilted midlayer jacket, run vest and lightweight technical run jacket
- Support Design Director with original designs, technical design sketches, CADs, coloring and style description worksheets for all new styles per season
- Execute multiple lifestyle collections including all-inclusive lounge collection, swimsuits and trench coats
- Design technical bum bags and backpacks for 3 seasons

QUEHL FAMILY Bassano del Grappa, Italy | 8/2020 - 12/2021

Head of Family Design

Managed household for Expat family relocation to Italy during 2020 pandemic while learning Italian, taking multiple art classes and creating 3D garment samples.

ATHLETA San Francisco, CA | 8/2016 - 8/2020

Associate Apparel Designer Women's Run/Train | 3/2019-8/2020

Assistant Apparel Designer Girls | 8/2016 - 3/2019

Designed Women's technical run and train categories as well as Girl's line for well-known athletic lifestyle and technical retailer, with collections reaching \$1B in revenue under parent company Gap Inc. Trained freelance design assistants as well as stepped into seamless category for season owning design and partnering with factories on innovations.

- Own Girl's concept, design and fit on all 45 swim styles per year with an average 4.75 (out of 5) rating online
- Supported 100 styles in development for Girls plus designed an additional 25 fleece styles each season for 8 seasons
- Launched new fabric in run and train tops program; styles that are online currently hold a 4.75 rating (out of 5)
- Designed Women's run and train category for 5 seasons focusing on knit tops, woven bottoms and outerwear averaging 35 styles per season utilizing innovative fabrics and techniques

THE NORTH FACE Alameda, CA | 5/2015 - 8/2016**Freelance Assistant Designer**

Managed technical sketches, BOMs, and CADs for Lead designers in Women's, Men's and kid's apparel teams at premier outdoor retailer reaching \$11B in revenue. Participated in seasonal brainstorming, research and inspiration to concept for 3 seasons.

- Supported 60 styles per season across all categories including build-out of digital and physical seasonal trim palette, line books and color palettes
- Designed key programs in Women's bottoms including a technical hike pant that lasted 3 seasons
- Managed updates for 60 new and carry-over styles for full design team by creating CADs, tech packs

TITLE NINE Emeryville, CA | 5/2014 - 5/2015**Assistant Apparel Designer**

Managed tech packs and design updates for design director and freelance designers for athletic and outdoor retail company. Assisted with seasonal research and concepting, color research and building mood and color boards. Worked with vendors on new fabric developments and with print designers on choosing colorways and placement.

- Supported 120 styles per season through CAD development, updating technical and color sketches and through technical fittings to maintain design intent
- Partnered with Merchandising in coloring and assorting full line for 3 seasons and assisted in evaluating production and photo samples
- Collected trend and color research to compile Fall 2015 and Spring 2016 mood and color boards and chose Pantone and CSI color palettes
- Designed 6 styles each season while owning fit and design changes for all 120 styles after 1st proto sample

Skills / Technology

Product Development (Enovia PLM, CLO3D)

Adobe Creative Cloud (Illustrator, InDesign, Photoshop)

Google Suite (Docs, Sheets, Slides)

Microsoft 365 / Office (Word, Excel, Outlook, PowerPoint)

Community

French & Italian language

Outdoor & Baking Enthusiast - hiking, rock climbing, camping, yoga, baking (mean vegan carrot cake)

Purposeful Sustainability - commute biking, composting & reducing waste, active locally and on a corporate level

Education / Certificates

Reed College - Portland, OR | Fall 2007 - Fall 2010, Studied French Literature

Santa Rosa Community College - Santa Rosa, CA | Fall 2011 - Spring 2012, Studied Fashion Design

City College of San Francisco - San Francisco, CA | Fall 2012 - Spring 2014, Associate of Science Degree in Fashion Design

Academy of Art University - San Francisco, CA | Fall 2014 - Spring 2015, Fashion Scholarship

Clo3D Virtual Fashion Design Certificate - Parsons School of Design - The New School | Issued May 2024i