

REYES WITT

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PROFESSIONAL SUMMARY

Global Product Design Director and Fashion Educator with 20+ years of leading cross-functional creative and business teams to deliver best-in-class products, including at a Fortune 500 media corporation. A leader of inclusive design strategies in Adaptive Fashion, Size Inclusion, and 3D Design.

CAREER SUMMARY

Columbia College Chicago

Assistant Professor of Instruction - Fashion Studies

02/2021-Present

Pioneers innovative methodologies to cultivate diverse, trend-centric instruction, integrating an acute awareness of market dynamics and global climate to foster a comprehensive understanding of the industry landscape.

- Reduced fail rates by 30% through strategic auditing of the Product Development curriculum, ensuring industry relevance and synchronous instructional outcomes.
- Launched the Adaptive Design Solutions course, which is the only one offered in higher education exclusively tailored to adaptive fashion
- Introduced 3D technology leveraging digital prototyping, sustainable practices, and market agility.

The Walt Disney Company

Global Product Design Manager

Chicago, IL

02/2022-08/2023

Mobilized a team of top-tier Product Designers to create world-class products that inspire and engage audiences on a global scale for Disney's Mickey Franchise.

- Spearheaded R&D for innovative material development and new technologies across the bags and accessories category, ensuring compliance with Disney's strict brand standards.
- Directed licensed products with Dooney & Bourke, Crocs, and Lilly Pulitzer, designing one-of-a-kind merchandise from concept to consumer.
- Owned presentations to senior executive stakeholders for internal creative reviews, maintaining up-to-date and accurate archival art files.

Assembly Creators

Founder & Creative Director

Evanston, IL

11/2017-11/2021

Built and owned the daily execution of product design and development for this experiential boutique, featuring jewelry, accessories, home, and apparel sourced from a rotating group of 30 small-batch designers, artists, and influencers.

- Introduced workshops to showcase new products and promote learning online resulting in a 40% increase online during the 2020 coronavirus pandemic.
- Developed a rapid design and production model in response to the demand for face masks during the coronavirus pandemic, facilitating the sale of 6,000 units within two months. This initiative provided employment opportunities for independent designers adversely affected by the pandemic.
- Balanced inventory budgets, leveraging trend analysis to attain profitability objectives within 14 months of launching my store, successfully recouping the initial investment within this time frame.

Randa Accessories**Chicago, IL**

Vice President of Merchandising & Design

02/2012-11/2017

Design Director

10/2008-02/2012

Directed a team between Chicago and NYC, including creative design, brand merchandising, licensing commercialization, sourcing and tech design, product integrity, integrated retail, and legal teams for approval.

- Responsible for \$30M annual belts and furnishings business for Levi's, Columbia Sportswear, and Calvin Klein.
- Directed the Kirkland Signature Costco belt program, shipping 2.4M units over three years.
- Visual Lead for the Belt Lab, a digital initiative producing 30% online sales growth in 2017 at Kohl's & JCP furnishings.
- Reformed tech design communication by streamlining actions and eliminating duplication across cross-functional teams, and I ensured efficient development processes with overseas travel.

Coach**New York, NY**

Men's Designer

02/2007-10/2008

Product Engineer

01/2003-03/2004

Collaborated across multiple consumer and product segments on global products, design, and engineering.

- Launched a luxury men's knit and cold-weather accessories category, developed exclusive assortments for Coach's first men's boutique, and managed various ad hoc team projects.
- Translated design and product development, delivering precise construction and pattern revisions.
- Digitally revised handbag and belt patterns in Optitex patternmaking software.
- Partnered with Q.C. lab to ensure materials and design functionality before production.

Ralph Lauren**New York, NY**

Senior Designer

02/2004-10/2007

Managed the seasonal go-to-market (GTM) calendar, engaging with intra- and cross-departmental GTM owners.

- Successfully re-established the belt and SLG business for the Lauren brand at Macy's and Nordstrom, implementing an on-trend test and expanding to an all-door rollout.
- Attended the Lineapelle leather show semi-annually to discover and take action on material development and European retail trends

SUMMARY OF SKILLS

- Browzwear 3D
- Adobe Illustrator
- Color Direction
- Raw Materials Development
- Manufacturing Global Sourcing
- Product Engineering
- Relationship Building
- Influential Leadership
- Consumer Insights

EDUCATION

Bachelor of Arts, Fashion Studies Product Development

Columbia College of Chicago, Illinois

Associate of Applied Science, Accessories Design

Fashion Institute of Technology, State University of New York