

# BAILEY PURSER

## SENIOR APPAREL DESIGNER

CARVE DESIGNS | January 2025 - Present

- Lead product design across multiple categories: wovens, knits, denim, sweaters, and swimwear
- Manage seasonal themes, ensuring product, color, and materials align with trends, briefs, and margin targets
- Collaborate with cross functional team members in Product Development, Tech Design, Merchandising, and Creative to maintain design integrity
- Attend weekly fit sessions to effectively communicate fit intention & aesthetic
- Initiate sustainable practices from concept through to production
- Oversee color palette creations and artwork selections
- Ensure accuracy and consistency for print and color submits
- Maintain tech packs, sketches, and color CADS in PLM
- Create and manage efficient workflows across design team adhering to tight deadlines
- Supervise in-office design team

Designer | Mar. 2024 - Jan. 2025

Associate Designer | Jan. 2023 - Mar. 2024

Tech Design Assistant & Production Coordinator | Jul. 2021- Jan. 2023

## APPAREL DESIGNER + DEVELOPER

ROOLEE | November 2019 - June 2021

- Designed up to 100 products across multiple categories seasonally
- Conducted thorough market research and presented on-brand ideas for product and material selections
- Created detailed tech packs and maintained all components including BOMS and spec sheets
- Collaborated with fit technician ensuring proper fit intention and grade rules were applied
- Styled samples on live models to present product to merchandising team
- Collaborated with private label partners to customize product to align with the ROOLEE brand
- Traveled quarterly to visit domestic vendors, building strong working relationships

## CONTACT

 bay.purser@gmail.com

 435-757-7439

 /bailey-purser

 [baileypurser.com](http://baileypurser.com)

## SKILLS

Trend & market research

Color combination

Print coloration

Tech pack creation

Technical flats

Merchandising

Styling & outfitting

Presentation assets

Detailed communication

Adobe Illustrator

Adobe Photoshop

BeProduct PLM

Mural

## EDUCATION

Utah State University | May 2019

BS Outdoor Product Design & Development; Minor in Business

LaJean Lawson Scholarship