

# 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 market trends briefs, and IMU targets
- Supervise in-office design team and remote contractors
- Create and manage efficient workflows across design team adhering to tight deadlines
- Collaborate with product development team for all fabrics and trims
- Initiate sustainability practices in fabric development & production
- Oversee color palette creations and artwork selections
- Ensure accuracy and consistency for all print and color submits
- Attend weekly fit sessions to ensure design integrity is met
- Maintain sketches, color CADs, and tech packs in PLM from ideation through to production

Designer | Mar 24 - Jan 25

Associate Designer | Jan 23- Mar 24

Tech Design Assistant + Production Coordinator | Jul 21- Jan 23

## 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 research

Color combination

Print coloration

Adobe Illustrator

Adobe Photoshop

Mural

BeProduct PLM

Tech pack creation

Technical flats

Merchandising

Attention to detail

Communication

Project management

## EDUCATION

Utah State University | May 2019

BS Outdoor Product Design & Development; Minor in Business

LaJean Lawson Scholarship