



# KIM XUAN PHAM

## WORK EXPERIENCE

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### **Athleta**

*Associate Designer – Lifestyle Woven Bottoms, Skirts*

San Francisco, CA | 07.2022 – Present

- Research global markets to identify seasonal trends, silhouettes, and innovative technical constructions.
- Seek innovations through mock-up briefs of hybridizing fabrications, trims development, and sustainable materials. Research construction in performance and tech-wear to be applied to Athleta's All Day Active category. Which, ranges from work, commuting, hiking, and all-day end-use.
- Develop CADs and build visual concept boards for the product line. Build tech packs, attend fitting, communicate, and follow up on product updates to ensure best-in-class fit, design intent, and desired margin targets are achieved. Develop the strategy to meet seasonal product assortment needs and targets.
- Drive for strong internal partnerships in the highly collaborative environment with Merchandising, Production, and Technical design teams.

### **Banana Republic**

*Associate Designer – BRFS Women's Denim, Sweaters, Woven Tops*

San Francisco, CA | 11.2021- 07.2022

*Assistant Designer – BRFS Women's Denim, Woven Tops*

San Francisco, CA | 06.2019-11.2021

- Drive innovation through design with a sustainable mindset, best-in-class fit, fabric, wash, and finish development.
- Manage CAD sketches, tech packs, B.O.M., & denim wash and finish process to ensure brand standard and meet all deliverables timeline with the partnership of
- Analyze global markets to identify trends, inspirations, silhouettes, techniques, and fabrications for future seasonal ideation.
- Lead sample fittings and line edits with design manager and VP of Design.
- Manage all of Women's Denim including jeans, denim skirts & jackets. Extensive research and development of denim fabrications and washes for a successful re-launch of core denim styles while expanding the denim assortment with contemporary details and essential fits.
- Develop a substantial shirting assortment for Women's Woven Tops. Continued to elevate construction details, fit, and brand vision.
- Develop concepts and present at Design milestone meetings as well as collaborating with internal partners across the Merchandising and Product Development.

## ACCOMPLISHMENTS

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### **Global Fashion Agenda, Copenhagen Fashion Summit**

Copenhagen, DK | 01.2018-06.2019

- Sustainability program put together by Global Fashion Agenda and Copenhagen School of Design and Technology. An educational platform, Youth Fashion Summit connects young industry talents from around the world giving them the opportunity to influence the decisions made today that impact the world of tomorrow, communicating the voice of the next generation.

### **ReMake**

San Francisco, CA | 09.2017

- Designed and explore a collection for non-profit organization dedicated to guiding a conscious consumer movement. Researched the fashion industry's impact on the environment & ethical issues of the supply chain.

### **Simon Family Scholar Foundation**

Orange County, CA | 05.2016

- Awarded for four-year college scholarship and joined Simon Family Foundation for diversity, adversity, & first-generation college student.

## SKILLS

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- Adobe Creative Suite: Illustrator, Photoshop, InDesign
- PLM, MIRO, Microsoft Suite
- Technical Flat Sketch, Sewing, Draping, Pattern Making, Research & Development
- Textile – Shibori/Dyeing

## EDUCATION

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California College of the Arts | 2015-2019

Bachelor of Fine Arts, Fashion Design

Minor in Visual Studies