

# ALICIA PINCKNEY

## SUMMARY

Creative & multidimensional Apparel Designer with experience in menswear, lifestyle knitted & cut/sew product, outerwear, licensing/performance apparel and women's multiproduct apparel. Strategic leader in management, mentorship and organization.

## PORTFOLIO

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## CONTACT

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## EDUCATION

DOMUS ACADEMY, Milan, Italy  
Prestigious school for post graduate study in design and fashion design

- MA Fashion Design 2015

PHILADELPHIA UNIVERSITY  
Phila., Pennsylvania  
Fully-accredited, private university offering undergraduate, graduate and doctoral degrees

- BA of Science- Fashion Design

WOMEN'S BUSINESS  
DEVELOPMENT CENTER,  
Phila., Pennsylvania  
Non-profit for entrepreneurial business development of women business owners

- "NxLevel Business Start-Up"  
Graduate 2014

EXPERIENCE | Global  
NIKE | JORDAN, Portland, Oregon

2021-present

*World's most coveted streetwear brand*

Global Men's Senior Apparel Designer (Flight, Sport Performance & Special Projects)

- Lead the Jordan apparel team in the transition to digital, as 3D Apparel Captain transferring 4 years of Browswear 3D Design to CLO Nike 3D software.
- Collaborate with external global entertainers that align with Jordan ethos of being the most coveted streetwear brand while maintaining the identity of Jordan and the collaborative partner.
- Manage multiple in line and special project collections keeping cross functional partners on track with design direction and product, trim and material developments.
- Streamline initiatives and processes to allow for efficient work flow across functional partners.
- Designed collection that was deemed the biggest collaboration launch in the history of the brand while driving revenue and brand growth in inline collections.
- Lead category silos, mentoring entry level designers and creating a guide to get after the season's needs.

VF CORPORATION -TIMBERLAND, Stabio, Switzerland

2017-2021

*40 year old iconic American brand built on heritage, craftsmanship and authentic style*

Global Women's Senior Designer-(All categories-Outerwear, Knits, Wovens)

- Accelerated the expansion of the women's business unit through designing and managing full multicategory range aligned with the brand heritage and seasonal direction.
- Led direction on design, influencing merchandising and define the women's and unisex aesthetic while collaborating with footwear, men's designers and regions to ensure a globally adopted head to toe cohesive collection.
- Built detailed and precise techpacks to hand over to cross functional team mate for production/sampling.

Global Men's Designer-(Fleece, True Knit Sweaters, Cut and Sew Sweats, Polos, Tees)

- Designed, managed and presented five product categories aligned with the brand heritage and seasonal direction.
- Collaborate with Design Director and fellow designers in building a narrative for the seasonal direction.
- Built detailed and precise techpacks to hand over to cross functional team mate for production/sampling.
- Conduct global market visits to be aware of competitive trends and pricing per season.
- Work jointly with merchandising team to inform the necessities of the collection and eradicate styles that are not relevant to the market/season, establishing bestseller styles.
- Collaborate with Product Development in fit sessions using patternmaking background to help inform fit decisions.
- Design for purpose with Circular Design principles at the forefront of decision-making, including 3D designing.

Global Men's Designer-(Collaborations and Youth Culture)

- Drove brand recognition by designing, managing and presenting collaborative collections landing at London Men's Fashion Week for the first time in Timberland history.
- Collaborated with external brands/partners to build harmonious collections, fusing and protecting each brand's identity.
- Attended fashion shows, trade shows and networking events globally impacted by the product launch.
- Presented collections to buyers and boutiques to reach new doors.

ADIDAS GROUP-SPORTS LICENSING DIVISION, Canton, Massachusetts

2016- 2017

*SLD manufactures uniforms, performance apparel, sweatsuits, and accessories to outfit the professional teams and sports leagues, fan gear and lifestyle garments*

Apparel Design Assistant

- Designed and presented seasonal collection for select life style and training apparel.
- Selected high performing, margin friendly fabric, CAD updates, design packs and technical rendering across men's and women's training and lifestyle categories.
- Utilized market research to execute creative solutions to a product line while collaborating with cross functional teams to meet marginal needs.
- Recorded notes at core design reviews and briefs ensuring that the team stays on track with crucial design updates and calendar deadlines.
- Collaborated with fabric developer to create trim and fabric development sheets to distribute for collection needs.

VF CORPORATION -NAPAPIJRI, Stabio, Switzerland| Milan, Italy

2016

*European premium casual-wear brand owned by VF Corporation*

Designer Special Concept Project

- Led cross functional team as head designer, offering a solution to the prompted outerwear needs.
- Designed and presented concepts and a final solution to building the ultimate outerwear model focused around the theme of modularity.
- Collaborated with marketing/merchandising team to communicate product/concept in store and to the consumer.

BMW GROUP/STONE ISLAND CREATIVE LAB, Milan, Italy

2016

*Annual project in collaboration with BMW Motorrad and an Italian brand to develop a cross industry product in design. One of 6 designers chosen from top Italian institutions.*

Designer

- Innovatively merged the worlds of apparel and mobility design and presented functional outerwear headlining at international press conferences
- Gathered research from the world of mobility, product and fashion design to support the project.
- Rendered technical flats, sketches, specs and protos to communicate directly with development team in correspondence with vendors

COMVERT, S.R.L/BASTARD, Milan, Italy

2015

*Technical skateboard men's clothing and accessories based in Milan, Italy*

Design Intern

- Developed concepts for seasonal collections, directly assisting head designer
- Managed collaboration concept projects with major partnering brands, serving as a liaison to building product
- Utilized technical skills to render samples and test innovative solutions

URBN-URBAN OUTFITTERS, INC. Philadelphia, Pennsylvania

2014

*American multinational clothing corporation headquartered in Philadelphia*

Temp Production Assistant

- Supported and partnered with multiple Production and Product Development team members within URBN brands in managing and tracking samples.
- Accurately inputted data and style information of products into web based systems, while ensuring that the system is always updated.
- Communicated with overseas vendors to track and retrieve product.

WOMEN'S BUSINESS DEVELOPMENT CENTER, Philadelphia, Pennsylvania 2008-2015

Non-profit for entrepreneurial development of women business owners

Certification Coordinator

- Scheduled and coordinated business site visits and appointments with various company owners.
- Managed online database and updated data accordingly ensuring accuracy of files.

## SKILLS

Computer:

- Adobe- Photoshop, Illustrator, InDesign
- Browsewear 3D Design
- CLO 3D Design
- Microsoft- Word, Powerpoint, Excel, Outlook

Abilities:

- Manual/Electronic Sewing
- Concept Design/Color Stories, Patternmaking, Draping,
- Handrawn Illustration

PVH-PHILLIP VAN HEUSEN, New York, New York 2014

American clothing company which owns & licenses top American mens wear brands

Freelance Assistant Designer/ Neckwear

- Finalized and installed fabric swatches for a desired category for presentations and reviews.
- Prepared finalization sheets and sent to overseas fabric mills for production.
- Developed concept presentation boards accordingly for each specific brand and department store account to be presented at design reviews.

ASHER LEVINE, New York, New York

2013

American start-up and progressive menswear label

Menswear Production Intern

- Produced cut/sew in house samples using technical sewing skills and patternmaking in preparation for buyer's review.
- Created detailed tech packs and patterns for desired style in season to send to production.
- Communicated with outside vendors ensuring delivery of special projects.

COMMONWEALTH PROPER, Philadelphia, Pennsylvania 2013

Start-up American makers of custom suits and shirts for contemporary gentleman

Menswear Design Intern

- Utilized brand identity to design labels and packaging parallel to overall aesthetic of the brand.
- Coordinated patternmaking while outlining specs for production.
- Collaborated with suppliers to develop neat and efficient packaging for in- store and online shipping.

## PUBLISHED

- Complex Sneakers
- Business Insider
- NiceKicks
- Sole Supplier UK
- RevoltTV
- GQ
- VOGUE Italia
- Metro Newspaper- NYC, Phila.
- Cotton Incorporated

WARNACO, INC. CALVIN KLEIN JEANS, New York, New York 2012

American clothing corp.-designs, licenses & distributes sportswear, underwear & swimwear

Marketing Intern

- Utilized visual skills to render account specific presentations as needed.
- Collaborated with internal teams to manage samples for PR sample requests.
- Maintained communication with vendors while managing the delivery of materials to retail coordinators, whole sale accounts and retail stores.

## SPEAKING ENGAGEMENTS

- Nike x Harlem's Fashion Row
- Nike BEN Panel Discussion
- Soho House Creative Industry Panel
- VF Global Webinar Women Empowerment
- Marriot International Innovation Days
- Domus Academy Alumni Series
- Immaculata Univ. Fashion Seminar
- African American Footwear Forum
- Jefferson Univ. Fashion Seminar

## AWARDS & ACTIVITIES

- Founder, Black Talent in Design & Fashion Fund
- Founder Black Girl Brunch Club PDX
- NIKE Maxim Award 2022 "Be on the Offense Always"
- Timberland Global Hero Award 2021
- Business Insider's 28 Outstanding People of Color in the Sneaker Industry
- Co-Lead/Moderator VFC EMEA Inclusion and Diversity Network
- 1st Place, Domus Academy/Vogue Italia "Call For Talents #4 Fashion" Competition
- Mentor/BRAG Buddy for 2014 Summer Internship Program
- Treasurer, Black Retail Action Group (BRAG)
- Member, Alpha Chapter of Phi Psi Textile Fraternity
- NAMBS Foundation Inc. Excellence in Menswear Design Award recipient
- Menswear feature Cotton Inc's South Beach 24 Hour Runway Show
- Menswear feature in Philadelphia Fashion Week--February 2013
- BRAG Summer Intern Warnaco CK Jeans--May 2012- August 2012
- Macy's American Heart Association's red gown runway competition finalist
- BRAG 2011 Scholarship
- Menswear selected to be in Philadelphia University's annual fashion show