

# Laura Minces

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<https://lauraminces.crevado.com>

- TEXTILE DESIGNER/ COLORIST.
- PRINTS TRENDS RESEARCH.
- FABRIC AND TRIM RESEARCH & DEVELOPMENT.
- EXPERT REPEATS, SEPARATIONS & COLORWAYS.
- PHOTOSHOP/ ILLUSTRATOR & NEDGRAPHICS.
- WORK WITH AN INTELLIGENT APPROACH TO MAXIMIZE THE BE RESULTS.
- ABLE TO COMMUNICATE WITH OTHERS IN A 100% REMOTE ENVIRONMENT.

## Work Experience

### **Director/ Owner**

ANYWEAR DESIGN

March 2020 to Present

- Comprehensive Freelance Textile Design Studio. Services include original designs, repeats, colorways, prints, embroideries and yarn-dyes.

### **Textile Designer**

KOI SCRUBS- Temporary position, 80% remote.

May 2021 to October 2021

- Created original designs, recolors, repeats and placements for 6 different lines.. Created allover prints for licensors like French Bull and Tokidoki utilizing their assets.

### **Textile Designer**

TORRID- Temporary position 100% remote.

March 2021 to July 2021

- Created original prints, embroideries and colorways for different product categories like tops, dresses and intimates.

### **Senior Textile Designer**

ONE WORLD APPAREL

May 2020 to February 2021

- Created original designs for wet and digital printing, embroideries and appliqués with embellishments for several divisions.

### **Senior Textile Designer/ Art Department Manager**

FASHION ALCHEMY- A Division of Daniel Rainn

July 2018 to March 2020(Company closed due to Covid-19 Pandemic).

- Created original designs for this prints based Company. Collaborated with Merchandiser and Design Director choosing trends and palettes for every Market.. Coordinated meetings with European Art Design Studios and assisted in purchasing artwork... Improved production costs by working with Grading and Marking department altering layouts to maximize yields.

### **Senior Textile Designer**

UNGER FABRIK/ LIVING DOLL

April 2017 to July 2018.

- Developed original designs for several divisions like Target Collection, Jrs.Tops, Bottoms and Dresses and Athleisure.. Worked directly with Grading and Marking department altering layouts to maximize yields.

### **Senior Textile Designer**

FAMMA DESIGN GROUP

July 2014 to April 2017.

- Created original designs and recolored for both House Brands (Coco & Jamieson and Taylor & Sage) and Private Labels (Target, Nordstrom, Belk, Buckle, Walmart, etc).. Worked directly with Grading and Marking department altering layouts to maximize yields.

### **Senior Textile Designer/ Stylist/ R&D Manager**

BIG STRIKE/ HEART & SOUL

January 2010 to July 2014.

- Managed the Textile Design Department and created original designs for 5 divisions.. Worked directly with Grading and Marking department altering layouts to maximize yields.. Researched the Market for new trends in Prints and fabric qualities and traveled to Europe and Asia to established meaningful relationships with new vendors..Was responsible for helping the Company increase the full package vs. outside purchased fabrics ratio from 20% to 80% in 3 years.

### **Owner/ Textile Designer**

ANYWEAR DESIGN

January 2006 to December 2010.

- Comprehensive Textile Design Studio. Services include original designs, repeats, colorways, prints, embroideries and yarn-dyes.Clients included Patagonia, MMFab, Joni Blair, Walmart, JC Penney, Jerry Leigh,Tandler Textile and more.

### **Senior Textile Designer**

FORTUNE SWIMWEAR

January 2004 to December 2006.

Created original designs for several divisions of swimwear and cover-ups.. Coordinated the in-house sampling of digital prints.

## **Education**

**Surface Pattern Design-** UCLA Los Angeles, CA.

**Architecture and Interior Design-** UNIVERSITY OF BUENOS AIRES.

## **Links**

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