



PRODUCT DEVELOPMENT & SMALL BUSINESS OWNER / OPERATOR

More than 13 years of independent business ownership predominantly in the special design services industry creating patterns and sewn samples of soft goods for a variety of clients across the USA and abroad. Empowering clients to deliver high quality, properly made products to market.

RECENT PROJECTS

TUBSKY™

3 years

www.tubsky.com

· Product and business development for a revolutionary light weight, reusable, machine washable bathtub liner.

The Little Recycled Bikini

4 years

www.greenleeswim.com

· Pattern making and sample sewing for the designer of a highly successful line of minimal, yet well designed swimwear that has a positive impact on the planet.

Merryluk

6 months

· Patterns, samples and best methods consulting for the designer of a soft-soled, light-weight, highly insulated children's snow boots for indoor/outdoor wear.

Healthy Tote

1 year

www.healthytote.com

· Pattern, samples, sourcing and small lot production for the designer of a durable all-in-one tote bag which has multiple liquid proof compartments for foodstuffs and dry goods to be carried safely together in the same bag.

The Brobe

6 months

www.thebrobe.com

· Develop, design, pattern making and sample sewing for the inventor of the first bra + robe combination designed for post-operative breast surgery.

WORK EXPERIENCE BY INDUSTRY

Professional Services 20 years Pattern Maker / Product Developer / Sample Sewing

Contract, hourly and salary work for multiple hundreds of clients from around the world across a diverse array of manufacturing specialties in the apparel and soft goods industries creating first patterns, production patterns, tech packs, first samples, sew samples, sales samples and producing small lots. Specialized in reading minds, rendering advice and delivering an exceptional product on schedule.

Administrative Support 10 years Utah / Texas

Book keeping responsibilities for Jericom, a small metal products fabrication business in Utah. Temp and Full-time work as an Office Administrator, Remote Human Resources Liaison, Security Director and Facilities Manager for a high-tech startup in Austin, TX. Worked as an Administrative Assistant to a winning group of Pharmaceutical Sales Managers at Eli Lilly, and as an Assistant to the V.P. of Corporate Services at Texas Mutual Insurance. Acquired insider knowledge of many specialize fields of work across multiple industries. Developed advanced software and small business ownership skills. Specialized in orchestrating a positive, productive and hyper organized work environment.

Apparel Manufacturing Seamstress / QC / Factory Liaison / Spec Tech NYC/Utah

Time spent in the trenches on the factory floor learning how mass production happens. Introduced to factory sewing methodologies, piece rate, custom machinery to improve quality and reduce time. Developed a deep understanding of the importance of quantity and the unfortunate results of errors made in mass. Specialized in working fast and hard for long durations of time.

Education / Entertainment / Sewing Lounge Owner - Operator Austin, Texas

Opened a fashion design studio called First Samples. Developed a series of sewing and design classes accessible to the average layperson to attend on evenings and weekends. Trained instructors to teach the curriculum and run the studio. Incorporated a retail shop in the studio to sell supplies and student projects. Taught over 2000 people how to sew in a way that was entertaining as well as informative. Was nationally recognized in Time Magazine and on the Today Show. Created an amazing interactive website with a complex back end used to sign up and track students. Developed multiple memorable and successful marketing campaigns involving print, email, social media and SEO. Specialized in working day and night for years on end and loving it.

SHAUNA SMITH

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KEY AREAS OF

QUALIFICATION:

- Product Visualization
- Product Strategy & Roadmap
- Quality Improvement
 - Leadership
- Strong Fluency of Ideas
 - Self Reliance and Persistence
 - Teaching

COMPUTER SKILLS

- Microsoft Office Suite
- Adobe Creative Suite
 - QuickBooks
 - HTML Editors
- Website Management
 - SEO
 - Misc. Apps

EDUCATION

Utah State University

Logan, Utah

B.A. Liberal Arts

1998

FIDM

Los Angeles, CA

A.A. Fashion Design

1992