

(704) 813-0069
kdotfrye@gmail.com

kristin frye

www.kristin-frye-design.com
Mount Holly, North Carolina

PROFESSIONAL SUMMARY

Product Designer and Technical Illustrator with extensive experience in fashion accessories, seasonal product development, and technical design across handbags, footwear, apparel, jewelry, travel bags, baby, and pet products. Skilled in concept development, material and hardware sourcing, colorway development and technical illustration, with a strong ability to translate trend direction into commercially viable products through cross-functional collaboration.

DESIGN & TECHNICAL SOFTWARE

- Adobe Illustrator
- Adobe Photoshop
- CLO 3D
- Flex PLM
- Microsoft Office

PRODUCT DESIGN & DEVELOPMENT

- Concept Development & Trend Research
- Seasonal Assortment Development
- Technical Illustration & Product Rendering
- Colorway Development & Color Approvals
- Material, Fabric & Hardware Sourcing
- Textile & Hardware Design
- Flat Patterning & Sewing
- Cross-Functional Collaboration

SPECIALIZED EXPERTISE

- Superior Discrimination - Farnsworth-Munsell 100 Hue Color Test

LEADERSHIP & COMMUNITY INVOLVEMENT

- Volunteer: Graphic Designer for Warm & Cozy Charity, 2019-2020
- Member: Toastmaster's International, 2019-2020
- Volunteer: Habitat for Humanity, 2017-2021
- Judge: ImaginOn Teen Fashion Show, 2013

EDUCATION

APPALACHIAN STATE UNIVERSITY

Bachelor of Science in Apparel Design & Textile, 2013
Minor in Marketing — Walker College of Business

- Award: "Outstanding Collection Through Innovative Fabric Manipulation", Spring 2013

FREELANCE DESIGNER | REMOTE

2021 - 2022, 2025 - PRESENT

- Develop custom product concepts for fashion retail brands, translating client direction into original designs.
- Conceptualizing custom handbag & baby bag designs for Vera Bradley's Spring 2027, Fall 2027 and Spring 2028 collections, including one-off styles.
- Creating & refining 3D colorway renderings in CLO 3D to support Vera Bradley's seasonal product development.
- Developed custom bag concepts for Pura Vida's Fall 2022 and Spring 2023 collections.

CATO CORPORATION | CHARLOTTE, NC

2013 - 2017, 2022 - 2025

DESIGNER - HANDBAGS AND FLAT SHOES

2022 - 2025

- Led seasonal concept development & product design for Cato's handbag and flat shoe categories, translating market trends into commercially focused assortments aligned with target costs and brand direction.
- Successfully implemented new branding concepts to create a cohesive visual identity across handbags.
- Researched and sourced materials, trims and components in collaboration with cross-functional partners, balancing design direction with target costs and margins.
- Conceptualized new sneaker outlooks based on market trends.
- Managed seasonal milestone calendars and coordinated key meetings and deadlines across design and cross-functional teams.
- Oversaw trim color approvals of dyed to match components for both bags & shoes.

ASSISTANT DESIGNER - JEWELRY

2014 - 2017

- Led concept development and seasonal design for the bracelet category.
- Created detailed renderings of metal components and jewelry colorways using Adobe Illustrator & Photoshop.
- Prepared collection direction for overseas vendor review and development.
- Effectively sourced materials and components in collaboration with the Hong Kong team and overseas vendors.
- Maintained component libraries and color reference books to support seasonal product development.

FREELANCE TECHNICAL ILLUSTRATOR & DESIGN ASSISTANT

2013 - 2014

- Created technical drawings of apparel styles and rendered multiple jewelry colorways using Adobe Illustrator.
- Collaborated with technical designers to establish print and pattern scales within apparel flats.
- Designed two original prints adopted into the apparel line.
- Compiled and maintained color boards for cross-functional teams & supported seasonal color trend research.

VERA BRADLEY | ROANOKE, IN

2017 - 2021

ASSOCIATE PRODUCT DESIGNER

2019 - 2021

- Led seasonal product development, evaluating new fabrics, hardware, and materials to translate design concepts into production-ready products.
- Developed the Factory channel's first leather, denim, and velvet collections, expanding the material assortment and introducing new product opportunities.
- Managed dyed-to-match component coordination across seasonal prints and solid colorways, maintaining departmental reference documentation in Flex PLM.
- Coordinated departmental milestone cross-functional design meetings to support development timelines.
- Served as the design liaison for CLO 3D software and product customization/personalization initiatives.
- Designed products across handbags, travel bags, baby, and pet categories.

ASSISTANT PRODUCT DESIGNER

2017 - 2019

- Designed seasonal products for full-line & Factory retail channels, transitioning to sole designer responsible for Factory in-store product from Summer 2019 through Fall 2020.
- Created technical illustrations and product colorways for seasonal Marketing and Sales presentations.
- Presented new product/collection concepts to cross-functional teams during seasonal line reviews.
- Researched trends and developed innovative concepts to support seasonal assortment development.
- Organized and maintained product prototypes and colorway samples throughout the development process.