



# Amanda Williamson

Senior Product Developer +  
Designer | Accessories + Ap-  
parel

📍 Toronto, ON, Canada

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## Languages

English (Native)

## About

I am a highly creative individual, dedicated to my work as a Designer + Senior Product Developer with over 13 years' experience in lifestyle womens apparel and accessories.

I have an aptitude for designing full range collections that focus on product innovation and sustainability reaching across multiple commodities. I take pride in my skills, knowledge and ability to create lasting product with a high level of attention to detail.

### BRANDS WORKED WITH

AWilliamson Design

Canada Pooch Ltd.

Epiphany Branding

Roots

Sears Canada

YM Inc.

## Experience

### ● Design Consultant

AWilliamson Design | Nov 2015 - Now

Full range design and development services including:

- Seasonal collection design specializing in womens RTW apparel and accessories
- Trend research and forecast presentations focusing on speci;c client needs
- Tech pack development for initial prototype sampling
- Original graphic design, artwork set-up for production

### ● Designer

Roots | Jul 2019 - Mar 2023

Designed original accessories collections for Roots, B2B partnerships and exclusive special projects

- Contributed to positive year-over-year sales growth for accessories department, totaling \$5 million annually
- Led team of cross-functional peers through design and development process, contributing 300+ styles yearly
- Enhanced Roots' product portfolio by sourcing and utilizing sustainable materials for 84% of the assortment
- Actively owned forward trend research impacting product design, styling, new seasonal materials and yarns
- Demonstrated complete ownership of seasonal presentations focusing on accessories collections to upper management teams and B2B partners

### ● Senior Product Designer

Canada Pooch Ltd. | Jan 2018 - Jul 2019

Designed original collections of high end outerwear for house label and branded portfolio

- Led collaborative design process with B2B partners on all product from initial concept through final production
- Revitalized product by sourcing new materials and trims, laddering down from outerwear runway trends
- Created proposals of new design concepts to gain business from potential clients

### ● Senior Product Developer

Sears Canada | Feb 2017 - Nov 2017

Designed and developed contemporary womenswear collections focused on cut + sew knits, sweaters, woven tops + bottoms

- Led team of cross-functional peers through design and development process, from initial proto sample through final production
- Owned presentations of seasonal collections to executive and market-



ing teams to reinforce brand message and seasonal directive

- Supported junior resources through mentorship and direction on day-to-day product relation issues and new developments

- **Buyer (Product Development, Womens' Athletic Commodities)**

YM Inc. | Jan 2010 - Dec 2015

Buyer and product developer for womens athletic collections

- Effectively reported and executed seasonal buy plans focusing on athletic commodities totaling \$14 million annually
- Led design and development of new branded athletic collection
- Owned seasonal cost negotiation, maker communication and all logistics terms

- **Designer**

Epiphany Branding | Jun 2008 - Dec 2010

Clients included: FGL Sports, Walmart Canada, Sears Canada

- Designed collections of womenswear apparel and graphics
- Created trend forecast presentations based on specific client needs
- Travelled on-site to work directly with clients for collaborative design needs