



Blanka Pociask

Assistant Design Director

Philadelphia, PA, USA

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Languages

English (Native)

Polish (Basic)

About

Accomplished fashion professional with over 12+ years' experience in apparel design and management, with a focus on jackets/outerwear, dresses, bottoms, and sportswear. Experienced in washed product, technical construction, artwork, fabric development and treatments. Skill in handling woven, cut and sew knit, denim fabrication and leather. I can bring to life concepts through visual trend presentations, mocking, CAD aided design and sketching.

BRANDS WORKED WITH

ALLIANCE APPAREL (REVOLVE), GRLFRND, LOVERS AND FRIENDS AND TULAROSA

EUNINA INC, PISTOLA DENIM

Free People

REVERSE

Scout

URBAN OUTFITTERS | FREE PEOPLE

Experience

● Urban Outfitter - Assistant Design Director

URBAN OUTFITTERS | FREE PEOPLE | Aug 2018 - Feb 2023

Urban Outfitter - Assistant Design Director • 2022 August – 2023 January
Managed and led all concept and design output for Jackets/Outerwear for UO and BDG

- Managed the creative team and market vendors on UO and BDG brand
- Led multiple projects from conception to completion
- Pitched and presented creative vision clearly to the Creative Director and company leads
- Managed the creation of computer-aided presentations for internal use
- Oversaw all PLM/BOM team ownership whilst overseeing all day-to-day follow-up, with cross-functional teams to ensure deadlines were met
- Worked on seasonal global deliveries and kicked off all seasonal trend and fabric research for the department due to working ahead of the concept calendar
- Led fittings and worked closely with the technical teams on a sample execution
- Worked with technical teams to create in-house drapes and patterns

● Assistant Design Director

Free People | Aug 2018 - Aug 2022

Free People - Assistant Design Director • 2022 April – 2022 August
Managed and led all concept and design output for Jackets/Outerwear for We The Free

- Managed team's weekly workload, and calendar deadlines and oversaw all PLM/BOM team
- Led or encouraged the creative team to pitch/present creative vision clearly to department and company heads
- Created a collaborative environment with the ability to influence, educate and create career growth
- Created long-term color and material strategies with raw supply teams and merchants to align brand and business
- Created sourcing packets for vendors, to develop exciting and commercially viable fabrics and treatments
- Focused on overseeing and completing visual presentations through Adobe Suite, PowerPoint, mocking, and sketching
- Managed communication with cross-functional partners and market vendors to ensure the timely development of the concepts by adhering to time and action calendars
- Worked on monthly deliveries for global retail and wholesale. Kicked off all seasonal trend and fabric research for the department due to working ahead of the concept calendar
- Led fittings and worked closely with the technical teams on a sample



execution

- Worked with technical teams to create in-house drapes, patterns, and CLO designs
- Local and international travel for inspiration, supplier sourcing, and vendor meetings

Free People - Senior Designer • 2018 August – 2022 April

Managed and led all concept and design output for Jackets/Outerwear for We The Free

- Worked with the Design Director of We The Free to develop styles that aligned with the brand direction
- Worked on monthly deliveries for global retail and wholesale. Kicked off all seasonal trend and fabric research for the department due to working ahead of the concept calendar
- Led preparations for seasonal meetings and completed all visual presentations
- Managed designers and assistants from concept to completion in accordance with deadlines whilst managing multiple projects
- Created and managed goal-setting for direct reports
- Partnered with cross-functional teams to maintain style counts that matched the merchandising plan
- Collaborated with vendors, PD and internal sourcing teams on bringing newness to product development, and meeting cost requirements
- Led fittings, and worked closely with technical teams on sample execution
- Actively sourced innovation through vintage research, market research, fabric creation, and online research
- Attended local and international travel for inspiration, supplier sourcing, and vendor meetings
- Hand, computer-aided sketching, and a focus on presenting physical

● Senior Designer

ALLIANCE APPAREL (REVOLVE), GRLFRND, LOVERS AND FRIENDS AND TULAROSA | Apr 2017 - Aug 2018

Drove all aspects of denim design for GRLFRND, Lovers and Friends Denim, and Tularosa Denim

- Managed the creative team and led all design and developments for short and long calendars for all brands
- Managed exclusive capsules for Barney's, FRWD, Harrold's, Net-a-porter, Lane Crawford, Intermix, and others
- Led all fittings and worked closely with all internal pattern makers
- Partnered with the VP of sales and head of buying for Revolve and FRWD on seasonal and monthly deliveries.
- Created sketches by category to adhere to line plans
- Oversaw all approvals for fit, wash, artwork, SMS, and pre-production/TOPs
- Managed and designed the creation of all look books used by internal and external sales teams
- Provided all direction of photo shoots and model management for look books
- Drove innovation of the category through new fits, fabric, finish, trim, and style development
- Implemented new processes for testing fabrication, fit and quality assurance of production with a main focus on reducing return rates
- Worked closely with cross-functional partners and vendors to hit all development and production dates
- Worked closely with the Production Manager and Buyers to ensure costs of materials, treatments, and trims were within initial FOB costing
- Created and managed yearly calendars and goal-setting and motivation for the department and direct reports
- Created and managed the yearly budget for design and development
- Worked with domestic laundries to develop wash ranges as well as original print and artwork
- Local and international travel for inspiration and supplier sourcing

● Associate Designer

EUNINA INC, PISTOLA DENIM | May 2013 - Mar 2017

- Drove all technical design pack communication for style, size, proportion, scale, and attention to details
- Assisted the Creative Director with merchandising, planning, and branding across the range
- Coordinated with Company Director and factories to implement quality standards
- Managed all overseas communication with sample facilities and factories for a sample execution
- Worked with domestic and import laundries to develop wash ranges and formulas
- Attended all fittings, and provided concise feedback to technical teams
- Brought to life all ideas using hand and, computer drawings using Adobe Suite
- Conceptualized original prints, embroidery artwork and branding
- Participated in fabric and trim selections every season
- Approved development and production washes
- Managed multiple projects simultaneously and adhered to strict deadlines
- Provided support for all creative shoots and trade shows
- Created all lookbooks to support the sales team
- Created and managed brand reputation on all social media platforms

● Concept Designer/Trend Analyst

Scout | Jan 2012 - Apr 2017

- Looked ahead and gathered insights to drive purpose-driven global storytelling that translated into concept ideas, with an emphasis on colour, materials, and silhouette for men's, women's, home/lifestyle, accessories, and children's wear
- Created global colour palettes that work for all categories and regions
- Primary author of global Scout's articles and narratives, covering trends to watch, streetwear, and brands on the rise

● Brand Manager

R E V E R S E | Jan 2012 - Jan 2013

- o Providing direction on trend, colour, and market analysis
- o Administered the company's social media campaigns and maintained webpages
- o Assumed responsibility as a wholesale manager of Sydney HQ, serving as the main contact with US and Europe

Education & Training

- | | |
|-------------|---|
| 2023 | ● The Fashion Institute of Technology (FIT)
CLO 3D Certification, NCC010-55A CLO 3D |
| 2021 - 2021 | ● URBN Training and Development
Management Fundamentals Program, Management |
| 2005 - 2010 | ● Royal Melbourne Institute of Technology
Bachelor Degree, Design - Fashion Design |
| 2004 - 2004 | ● Holmesglen Tafe
Business II Certificate, Business |