



# Blanka Pociask

Assistant Design Director

📍 Philadelphia, PA, USA

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

## Links

 [LinkedIn](#)

## 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

REVERSE | 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