



Heather Barksdale

Creative Director / Head of Design / Design Director / Creative Consultant

📍 Paris, France

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Languages

English (Native)

Italian (Work Proficiency)

French (Fluent)

About

Heather D'Addona is a design professional with over 20 years of experience, working for International brands such as Tara Jarmon, Banana Republic, Elie Tahari, Nicole Miller, and Apostrophe. As a creative head with assured skills in forecasting trends, she brings the ability to create a strong brand identity with a proven track record in promoting company growth. Her experience as an innovative leader managing design teams, sourcing development and working collaboratively, creates unique and brand-right concepts that result in incredible fashion collections.

BRANDS WORKED WITH

Banana Republic, Gap Inc.

Elie Tahari

HMB Paris

Nicole Miller

Tara Jarmon Officiel

Experience



Senior Designer Accessories and Ready to Wear

Tara Jarmon Officiel | Feb 2018 - Mar 2023

Lead the conceptualization and design of leather goods, footwear, and jewelry, including the creation of a new line of premium leather handbags

Sourced production partners and materials to ensure high quality and timely delivery of accessories and ready-to-wear collection

Managed product development directly with suppliers throughout lifecycle from design conception through production handoffs

Collaborated with other departments to ensure seamless integration of designs into the production process

Managed junior designers and oversee their work to ensure designs meet high quality standards, providing mentorship and guidance to facilitate their professional growth

Achieved sales growth in retail and wholesale, 2022 vs. 2021



Sr Designer/ Design Studio Manager

Tara Jarmon Officiel | Jan 2011 - Jan 2015

Managed work flow of designers to create and develop full ready-to-wear collection, involving line plan creation and product analysis

Conducted fabric research and development, selected color palettes, and designed embroideries and trims

Oversaw the development and execution of design concepts, ensuring that collections met high quality standards

Managed product development in collaboration with team throughout lifecycle from design conception through production handoffs.

Mentored junior team members and provided guidance to facilitate their professional growth

Lead seasonal collection presentations to international agents with design studio

Sr. Designer Women's Wovens /Women's Knits

Banana Republic, Gap Inc. | Jan 2002 - Jun 2008

Directed the concept and design of dresses, tailoring, skirts, and cut-and-sew knit collection

Conducted seasonal research and product development, including fittings, fabric, and trims

Achieved 50 percent increase in 2007 sales vs. 2006 in dress category as a result

Collaborated with cross-functional teams to ensure seamless integration of designs into the production process resulting in greater buy in of collection via merchandisers

Built and managed a team of designers to ensure smooth execution of the design process



● Designer

Elie Tahari | Jan 2001 - Jan 2002

Designed collection including outerwear, jackets, dresses, pants, denim, & leather
Managed design team on embroidery layouts and swatch development direction
Collaborated with cross-functional teams to ensure smooth execution of the design process
Mentored junior team members and provided guidance to facilitate their professional growth
Communicated with overseas factories and offices from development through production.



● Designer

Nicole Miller | Jan 1998 - Jan 2000

Designed ready-to-wear and runway collection presented bi-annually as part of New York Fashion Week
Lead design for custom made couture pieces for press events and VIP clients
Designed costumes for Cyndi Lauper US tour
Mentored junior team members and provided guidance to facilitate their professional growth
Conducted extensive sourcing of international fabric market and trims
Created original print, beading, and embroidery layouts

● Creative Director / Creative Consultant

HMB Paris | Jan 2017 - Now

Led development of luxury handbag collection, made in Italy, from design concepts, material sourcing, to visual identity and branding
Awarded place in Creative Link business mentorship program, Creative Hub (Bern, CH)
Provided expert guidance and creative direction to clients including Jimmy Fairly, Apostrophe, WGSN, Ethical Fashion Initiative, Crème Fraîche
Attended Copenhagen Fashion Summit to expand knowledge of ecological practices
Conducted international trend and market research, including store reports, Première Vision and Lineapelle
Sourced production partners and negotiated with factories to ensure timely delivery and optimum design execution
Managed product development in collaboration with team throughout lifecycle from design conception through production
Built and managed a team of designers and other creative professionals to ensure smooth execution of the project

Education & Training

1994 - 1998

● Rhode Island School of Design

BFA, Apparel Design