

KATHY MORRIS-JONES

DESIGN CREATIVE



646.436.6876



mamorri4@gmail.com



125 N. 10th St
Brooklyn, NY



[linkedin.com/in/kathy-morris-jones-507a6026](https://www.linkedin.com/in/kathy-morris-jones-507a6026)



<https://www.kathymorrisjones.com>

EXPERTISE

Sketching
Project Management
Leadership
Art Direction
Brand Development
Creative Ideation
Color & Concept
Trend Research
Tech Pack Creation

Illustrator
Photoshop
InDesign
Miro
PLM - Yunique/ DeSL
Microsoft Office

AWARDS

Nautica
Golden Anchor Award 2022
peer nominated award for
Compassion

Aeropostale
Core Value
Integrity Award 2013

Aeropostale
Partners in Profit
corporate recipient 2012

Profile

I am a highly experienced Design Director in the fashion industry. I have a proven track record of success, presenting over 20 years of hands-on experience across most major design categories. My skills include project management, leadership, mentoring, creative problem solving, streamlining processes to improve efficiency, strong vision, leading high-performing teams, sketching, illustrator flats, tech packages, PLM, trend and fittings. I have provided an environment of open communication and respect for my direct reports and a variety of freelancers and interns while setting clear expectations for desired results. I have created a team-oriented, highly productive and ultimately successful work atmosphere. I take pride in meeting deadlines, utilizing collaboration and partnership with my cross functional teams and vendors to create the best possible product assortments. My long tenure in this field has allowed me to develop a strong understanding of market trends, leading the charge to create new, inspiring designs and concepts. My keen attention to detail and desire to constantly create innovative product has made me a leader in the industry.

Walmart . New York, NY

January 2026- Present

Women's Fashion

Scenario - Women's Private Label / Terra & Sky - Women's Plus Private Label

Senior Design Manager - Cut & Sew Knits / Sweaters

Gap Inc . New York, NY

September 2025- January 2026

Freelance Design Director - Women's Cut & Sew Knits / Active / Lounge

- . Managed the design leads and process for GS Women's Knit & Active categories from concept to production
- . Developed, curated and presented well-balanced assortments each season using a good-better-best strategy to cross functional teams and senior management
- . Collaborated with Senior Director and VP on seasonal color, concept direction and rig builds
- . Created mood boards and concept decks to support seasonal direction
- . Identified, developed and designed sprint and seed to scale opportunities each season
- . Developed Floor Set and seasonal assortments in Miro to be presented at milestone meetings throughout the development cycle
- . Partnered with fabric and production teams weekly to stay on target with our knit & active assortments
- . Attended fittings and provided direction to technical design on all development and adjustments made to styles
- . Streamlined process in Design to improve efficiencies in the product life cycle
- . Evaluated and helped build systems within each fabric pillar and fit camp

Earthbound LLC - Walmart Private Label . New York, NY

June 2023- September 2025

Women's Global Sportswear - Cut & Sew Knits / Sweaters

Time & Tru - Women's Missy Private Label / Terra & Sky - Women's Plus Private Label

Design Director - 2023 - September 2025

- . Lead design process for all Knit & Sweater categories from concept to production for two Walmart private label brands contributing to a \$1.6 billion dollar business annually
- . Developed, curated and presented well-balanced assortments across 2 brands up to 400 SKUs per season, using a good-better-best strategy to cross functional teams and senior management
- . Managed a team of 5 direct reports in the Women's design department and any interns within the department
- . Collaborated with Senior Director and VP on seasonal color, concept direction and rig builds
- . Created mood boards and concept decks to support seasonal direction
- . Identified white space opportunities each season
- . Developed Floor Set and Back Wall Assortments in Miro to be presented at milestone meetings throughout the development cycle
- . Partnered with fabric and production teams to support and implement the sustainability initiative across our knit & sweater classifications

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Earthbound LLC - Walmart Private Label continued . New York, NY June 2023- September 2025

- . Partnered and directed a large matrix of suppliers, 10-15 per classification to design, develop and innovate newness seasonally for both brands
- . Attended fittings and provided direction to technical design on all development and adjustments made to styles
- . Streamlined process in Design to improve efficiencies in the product life cycle
- . Miro- Tested and implemented upgrades in the platform, trained and developed a step-by-step process document for onboarding existing and new team members
- . Traveled twice per quarter to Arkansas for assortment adoption sessions and line presentations to the Senior Leadership team
- . Participated in growth / leadership training with GrowthSpace
- . Attended quarterly shopping trips to identify trend and white space opportunity
- . Evaluated and re-established fabric franchises and fit blocks across both brands helping to leverage fabric and improve cost as well as offer a more modern fit in line with our competitors
- . Identified, developed and designed testing strategies to improve core table programs and core adjacent large volume driving programs within both brands

SPARC Group / Aeropostale . New York, NY

2004-2023

Nautica . New York, NY

2019-2023

Women's Global Sportswear - Cut & Sew Knits / Graphic Tees / Polos /
Active / Lounge / Dresses / Sweaters
Senior Designer - 2019 - 2023

- . Lead design process for all Knit categories from concept to production for DTC, International, and Wholesale channels
- . Developed and presented well-balanced assortments up to 200 SKUs per season, using a good-better-best strategy to cross functional teams and senior management
- . Managed and trained all freelance and intern candidates in the Women's design department.
- . Collaborated with Senior Director and VP on seasonal color, concept direction and set room builds
- . Created mood boards and concept decks to support seasonal direction
- . Identified white space opportunities for value accounts and the DTC business channel
- . Partnered with fabric and production teams to support and implement the sustainability initiative across our knit classifications
- . Partnered with vendors to work on development and innovation samples seasonally
- . Attended all fittings and provided direction to technical design on all development and adjustments made to styles
- . Streamlined process in Design to improve efficiencies in the product life cycle up to 80% improvements in effort and duration
- . Solely supported the Women's Knits business and workload in 2020 during a company-wide furlough which placed 70% of corporate staff on temporary leave
- . DeSL PLM - Tested and implemented upgrades in the platform, trained and developed a step-by-step process document for onboarding new team members

Aeropostale . New York, NY

2009-2019

Women's Knits / Graphic Tees / Polos / Active / Lounge / Sweaters /
Dresses-Knit & Woven
Accessories - Socks / Cold Weather / Bags / Footwear
Senior Designer - 2011-2019
Designer - 2009-2011

KATHY MORRIS-JONES

CHARITY

The Luis Rojas Foundation

Treasurer / CFO 2004-present
www.theluisrojasfoundation.org

Brooklyn Arbor PA

VP / Secretary / Board Member
2017-2023
brooklynarborpa.org

EDUCATION

Virginia Tech

Blacksburg, VA

Bachelor of Science
Apparel Design 2002

Bachelor of Science
Marketing Management 2000

Fashion Institute of Technology

New York, NY

Continuing Education
Apparel Design 2001

Aeropostale continued . New York, NY

2009-2019

- . Responsible for driving design and development up to 300 SKUs seasonally for most major Women's categories including knits, wovens, sweaters, active and accessories
- . Reported into multiple VP's
- . Managed teams up to 4 direct reports in addition to recruiting, training and managing interns and freelancers
- . Mitigated product costs during development and creatively cost engineered product to help keep AUC within our target range
- . Collaborated print, pattern, and color seasonally with cad, concept and graphic teams
- . Developed a technical package tracking system before the PLM platform was implemented
- . Researched and participated in seasonal shopping & development trips for concept, trend, and color
- . Attended Stoll Knitting course
- . Selected to be on the PLM implementation steering committee
- . Work life balance committee member

Jimmy'z . New York, NY

2005-2009

Women's Knits / Dresses / Polos
Designer - 2007-2009
Associate Designer - 2005-2007

- . Researched and presented market trends to create impactful concepts and collections
- . Managed assistant/associate designers, freelancers and interns
- . Successfully engaged with cross functional teams in production, merchandising, CAD and graphics
- . Partnered with production to develop new fabrications, trims, and washes
- . Implemented and streamlined DAP process with cross functional team to align design intent each season
- . Presented design boards seasonally to senior management and CEO
- . Created and updated all boards, sketches, line sheets and technical packages
- . Worked closely with cad and graphic teams to develop pivotal prints and graphics

Aeropostale . New York, NY

2004-2005

Women's Accessories - Socks / Belts / Bags / Lounge
Assistant Designer - 2004-2005

- . Assisted in the design process for all Accessory categories
- . Developed and updated all pitch sheets, sketches, technical packages and line assortment sheets
- . Approved all lab dips, yarn dyes, prints, stripe layouts and knit downs
- . Organized departments expenses, supplies, and freelance hours

Zephyr Textiles . New York, NY

2001-2004

Assistant Yarn Sales Manager

- . Assisted the management and sales process for 5 global yarn spinners including Grignasco Group, Bugetti, New Mill, Fashion Mill, UPW and Audresset
- . Managed communication and processes between the clients, yarn spinners and knitting factories globally
- . Managed the sales and production process on all sampling and production orders
- . Curated and presented seasonal collections to designers/brands
- . Led client engagement at Pitti Filati