

Kevin Lake

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(805) 478-4651

k-lake.com/cv

Education:**Los Angeles City College***Art / Graphic Design*

(2015 - 2018)

Parsons School of Design*Certificate - Fashion Business*

(2024 - 2026)

Work Experience:**Stylist**

AG Jeans

(December 2023 - current)

- Deliver personalized fashion solutions tailored to individual client needs and occasions
- Provide exceptional styling service, exceeding sales goal by an average of 40%
- Assist with processing shipments and merchandising new products

Graphic Designer

DERTBAG Design

(April 2023 - July 2023)

- Used Adobe Illustrator to create apparel tech packs for production.
- Created original art for digital and silk screen prints.

Studio Assistant

Tschabalala Self

*(April 2023 - June 2023)***Customization Specialist**

Converse - New York City

(September 2021 - November 2021)

- Customized sneakers using embroidery and direct-to-garment printing techniques.
- Utilized Adobe Creative Suite to prepare art files for high-quality customization.

Stylist / Visual Merchandiser

Nike - New York City

(April 2019 - September 2021)

- Styled products and curated visual displays to enhance customer experience and drive sales.

Sales Associate / Head of Men's Visuals

Nike - Santa Monica

(April 2018 - April 2019)

- Led men's visual merchandising efforts to ensure brand consistency and appeal.
- Provide expert product knowledge and personalized styling advice.

Skills:

- **Adobe Creative Suite:** Proficient in Illustrator, Photoshop, and InDesign
- **Tech Pack Development:** Skilled in creating detailed technical specifications for production, including measurements, materials, and construction details.
- **Typography:** Strong understanding of typography principles to enhance design aesthetics
- **Trend Research:** Ability to analyze market trends and incorporate them into design work.
- **Branding:** Experience in creating logos, mood boards, and direction that align with brand aesthetics

References

Philip Post

Owner - DERTBAG

dertbagdesign@gmail.com

Chavon James

Overnight Coach - Nike NYC

(212) 376-9480

Nicole Lindell

Regional Manager - AG Jeans

nicole.lindell@agjeans.com

Gwynth Giller

Studio Manager - Tschabalala Self

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