KEVIN LAKE BESUME

Kevin Lake

Education:

kkevinnllakee11@gmail.com (805) 478-4651 k-lake.com/cv

Los Angeles City College

Art / Graphic Design (2015 - 2018)

Parsons School of Design

Certificate - Fashion Business (2024 - 2026)

Work Experience:

Seasonal Sales Assistant

Loro Piana (October 2025 - current)

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%

Graphic Designer

DERTBAG Design (April 2023 - July 2023)

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.

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 and styling work.
- **Branding:** Experience in creating logos, mood boards, and direction that align with brand aesthetics

References

Nicole Lindell

Regional Manager - AG Jeans nicole.lindell@agjeans.com

Brit Robertson

Keyholder - AG Jeans (904) 507-8983

Philip Post

Owner - DERTBAG dertbagdesign@gmail.com

Gwynth Giller

Studio Manager - Tschabalala Self admin@tschabalalaself.com