

DANIEL FIGUEROA

PROFILE

Womenswear Designer skilled in branded collection & private label design.

Experienced in all categories including soft/structured wovens, denim and knitwear.

CONTACT

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EDUCATION
FIT - BFA, Womenswear

SKILLS

Adobe Creative Suite
Browzwear & VStitcher
Centric PLM
Procreate
Generative AI
Trend forecasting
Sketching & Illustration
Fabric research
Garment construction
Brand development
Presentation & communication
Self-management
Collaboration & teamwork
Problem Solving
Attention to detail

EXPERIENCE

STITCH FUSION / 2025 - CURRENT

Senior Designer - Junior Sportswear, Missy Active & Loungewear

- Designed and developed all classifications of Junior sportswear for off-price and budget markets
- Sketched and created tech packs/CADS/lifestyle images utilizing Illustrator and generative AI
- Consistently shopped Junior markets to provide trend right newness to Sales team
- Assisted in launch of Missy Active and Loungewear private label accounts
- Created graphics, print/pattern recolors and artwork for buyer approval prior to final artwork for production

BCI BRANDS / 2025

Senior Designer - Sportswear

- Created, designed, and developed all classifications of Women's sportswear for off-price and special markets for in-house and private label brands: Ted Baker, Vince Camuto, 1.State, Parker, CeCe and Halogen
- Defined seasonal direction by driving inspiration, curating color palettes, developing prints and creating capsules of off-price key volume styles at target costs
- Capitalized on best sellers through a chase and speed to market strategy with top performing styles
- Partnered with production team to cost engineer garments for off-price and clubs price structure to achieve margin goals
- Designed, sketched, created tech packs, and managed all aspects of tech design and fit execution

ONEJEANSWEAR GROUP / 2023 - 2025

Designer - Soft Wovens, Denim Tops & Dresses

- Responsible for managing the creative process from initial inspiration, design, and product development for private label brands: Jessica Simpson, Sofia Vergara and Scoop Walmart brands, TWRHLL by Christie Brinkley
- Seasonally presented brands to OJG management and Walmart buying teams
- Identified trend directions, created concept/mood boards, shopped stores, conducted fabric research, developed tech packs utilizing Adobe and Centric PLM, created presentation decks for meetings
- Managed overseas teams for seasonal fabric development, trim sourcing, 2D/3D CAD creation

THE APPAREL GROUP / 2012-2022

Design Director - Sportswear Collection

- Creative director for all in-house & licensed brands, managed domestic and overseas Design teams
- Seasonally presented to PL buyers for major department stores (Dillard's, Bloomingdales), fashion brands (Chico's, Orvis) & catalog/e-comm businesses (Appleseed's, Drapers & Damon)
- Traveled to Europe for trend shopping and to Asia to meet with factories overseeing development
- Provided brand direction to Sales & Marketing including concept for all catalog and e-comm photo shoots

AVA DESIGN / 2009-2012

Senior Designer - Sportswear Collection

- Managed design team, provided seasonal direction for color, fabric & silhouette
- Sketched & speced all wovens - followed up on product development from concept to production
- Worked with Sales & Merchandising teams to communicate line direction, attended seasonal trade shows

REPUBLIC CLOTHING / 2006-2009

Designer - Sportswear Collection

- Designed, sketched, speced & draped all woven styles for in-house and licensed brands as well as private label
- Oversaw all communication with factories from proto stage to production - attended all fittings
- Managed design team and seasonally collaborated with Sales and Merchandising to edit lines pre-market

RELATED EXPERIENCE

Hyden Yoo - Designer - Menswear

Lafayette 148 - Senior Designer - Womenswear

Michael Kors Collection - Assistant Designer - Womenswear