



GRACE BRESENHAM

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608.347.9861

EDUCATION

Savannah College of Art and Design (SCAD)

Bachelor of Fine Arts: Industrial Design

Minors: Graphic Design & Accessory Design

Savannah, GA

SKILLS

Brand Strategy

Brand Identity

Creative + Art Direction

Content Curation

Research

Storytelling

Sketching

Photography

Model Making

Concept Design

Package Design

SOFTWARE

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Figma

PLM

ACCESSORY

Moodboard Concepting

Material Development

3D Color-ups

Leather Working

Pattern Making

Tech Packs

Screen Printing

EXTRA

SCAD Women's Soccer Team 2010 to 2014

SCAD Academic Scholarship 2010 to 2015

Work displayed in SCAD School of Fashion 2015

Co-producer of Fossil Gardens 2017

Volunteer with Hearts & Bones Animal Rescue

Work in La Casa Arthouse show Feb 2020

EXPERIENCE

FREELANCE DESIGNER

March 2019 - Present Brooklyn, NY

Defined clients strategy through research and mood-boarding. Improved clarity for clients vision. Developed brand identity and guidelines. Provided ongoing monthly support for themed events for **EverythingsFine**, an event and vintage fashion company.

Created merchandise for **Kehinde Wiley Shop**. Products include: clothing, umbrellas, basketballs, patches and accessories based on Kehinde Wiley's paintings. They capture the artist's style and ethos.

Provided **Forte Health Advisors** and **Genworks** with comprehensive brand identity and full graphic assets. Including logos, printed and digital materials, as well as promotional items. Ensuring a consistent and professional representation for these clients.

KATE SPADE

Handbag & SLG Designer,

Technical Designer, & CAD Mock-up Designer

April 2019 - Present New York, NY

Ideated for the Mainline and Outlet handbag and SLG teams. Worked on various design and technical projects. On boarded and trained new accessory designers. Optimized collaboration by creating and implementing a technical template for 3D color-ups (photo-real rendered images of the conceptual handbag line). This new process improved efficiency 4x, and aided non creatives (such as buyers) to better visualize the line when seeing the actual samples was not an option either due to remote working factors or factory delays.

VINCI BRANDS (formally INCIPIO)

Freelance Designer (March 2021 - November 2022)

Fulltime Designer (April 2022 - August 2022)

Remote (Brooklyn, NY)

Illustrated blue sky ideas and pitched both design and material concepts to in-house and license brands. Created high-fidelity mood boards and mock-ups to help the team and/or client visualize product direction and position for the brand. Designed phone and airpod cases; which consisted of both 2D graphic work and 3D design work.

PVH Corp.

Accessory Designer

June 2018 - Feb 2019 New York, NY

Designed Men's small leather goods. Developed new silhouettes such as passport holders, luggage tags, key chains, and card holders. Brands include: DKNY, Van Heusen, Keith Haring collaboration, 11East.

FOSSIL GROUP

Watch+ Designer

August 2015 - August 2017 Dallas, TX

Designed Women's Watches, including two watches selected for the Spring 2017 line for the limited edition Opening Ceremony x Fossil collaboration. Owned 8 watch platforms, strap bar program, seasonal concepting, color/material development, and eyewear design direction. Started and hosted seasonal concepting workshops, bringing cross-functional teams together. Mentored two interns.