



# ERICA B. JEFFERSON

SENIOR GRAPHIC ARTIST/CAD ARTIST



## CONTACT

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## PROFILE

Experienced graphic artist and textile designer with 15+ years experience in the fashion industry specializing in children's and juniors' market. Known for being highly creative and organized with a strong workflow and proven history of energizing and elevating fashion and home brands. Works effectively with vendors to ensure smooth production. Able to listen, assimilate, and execute client's needs. For a complete list of past clients please visit [www.ericajeffersondesign.com](http://www.ericajeffersondesign.com).

## EXPERTISE

GRAPHIC DESIGN • TEXTILE DESIGN • ILLUSTRATION • TREND RESEARCH • BRAND DEVELOPMENT • EMBROIDERY & APPLIQUE • LICENSED APPAREL

## EXPERIENCE

### FREELANCE GIRLS ARTIST | 2014 - Present

Freelance artist for TJ MAXX, GARAN INC, and CHILDREN'S APPAREL NETWORK. Designs brand-appropriate graphics and prints for infant/ toddler divisions. Researches trends and works closely with designers on determining graphic direction. Produces original artwork as well as licensed artwork.

### FREELANCE GRAPHICS ARTIST | CREATING CONVERTING | 2014 - 2019

Creates prints and graphics for tableware line sold in Target and Christmas Tree Shops. Interprets relevant graphics based on comprehensive trend research.

### SENIOR GRAPHIC ARTIST | GARAN INC. | 2011-2013

Designs brand-appropriate graphics and prints for Garan's infant/toddler girls division of their "Garanimals" line. Works with designers to map out seasonal lines, including determining graphic direction, establishing color palettes, and interpreting designer's concepts into final artwork. Researched trends, shopped competitor market, creates pitch sheets for garment development.

### GRAPHIC ARTIST | G&W INDUSTRIES. | 2010-2011

Designed prints, graphics, and embroideries for the label Little Lass. Worked closely with designers and buyers to deliver target graphic direction.

### GRAPHIC ARTIST | SEARS HOLDINGS | 2008-2010

Designed prints and graphics for Kmart's infant/toddler line Wonderkids and Sears junior line Toughskins. Included swimwear, cold weather, and sleepwear. Responsibilities include working closely with designer and buyers to develop graphic direction, researching seasonal trends, creating graphic inspiration boards, and pitching artwork for garment development. Worked on extremely tight deadlines and always delivered on time.