

SYDNEY L HAWES

EXPERIENCE

Sydney L Hawes Consulting 2013 - Present

Design Consultant

- Designs and builds direct to consumer shopping websites
- Creates marketing graphics for social media, digital ad spaces, websites, print
- Designs and creates tech packs, artworks, bill of materials, specs for brand identity
- Assists brands at building standardization of fit, quality, overseas manufacturing

Salve Regina Newport, RI 2022 - Present

Costume Designer

- Currently designing & building the costumes for Salve Regina's upcoming production of Chicago

New Bedford Festival Theatre New Bedford, MA 2022 - Present

Costume Designer

- Designed & built costumes for *Joseph and the Amazing Technicolor Dreamcoat* (currently nominated for Best Costume Design by Broadway World)
- Oversees wardrobe department, fittings, overall styling, staff, backstage needs for all NBFT productions

University of Massachusetts Dartmouth, CVPA Dartmouth, MA 2022 - Present

Lecturer of Fashion Design

- Spring Semester - Guides sophomores through the design process including inspiration research, illustration, journal work, concept, patternmaking, draping, prototyping & final garment construction. Semester ends with a fashion show produced by the CVPA.
- Fall Semester - Wrote curriculum & teaches technical design for the fashion industry. Instruction includes Adobe Illustrator, drawing technical CADs, creating a tech pack, BOM & Spec for garments. Industry manufacturing & development.

iloveplum.com Brooklyn, NY 2020 - 2022

Design Director

- Design all apparel, accessories, custom product, build line sheets, present collections
- Create tech packs, artwork, specs, bill of materials for all product developed
- Oversee development and interface daily with international and domestic manufacturing partners
- Manage overall design team, including graphics, tech and assistants
- Direct intent for design, fit, packaging, and quality for all product

Chubbies Shorts San Francisco, CA 2017 - 2020

Apparel Design Lead

- Curated fit and quality for overall brand and built standardization methods
- Created mood boards, CADs, tech packs, technical sketches, trim packages for overseas manufacturing
- Traveled around the world to oversee production and development first hand
- Managed internship program and design assistants
- Directed fit intent, scheduled fittings, managed fit model, tech designer
- Designed proprietary fabrics, garments

L'Officiel Enfant New York, NY 2009 - 2013

Branding Director

- Consulted clients on general design of merchandise, packaging, marketing, advertising
- Designed L'Officiel Enfant's brand including logo, website, social media, marketing strategies
- Responsible for design of silhouette, graphics, fabrics packaging and trims for several brands
- Created overall story of www.mini-pup.com, the company's viral trend blog
- Interfaced with overseas factories for development and production

Shawn Carter Enterprises New York, NY2008 - 2012

Head Designer (Artful Dodger / Billionaire Boys Club)

Created mood boards, inspiration, rigs, mannequins for merchandising
Designed and drafted tech packs for fabrics, trims, garments, wash, and packaging
Assembled merchandising boards, line sheets, order forms
Worked directly with buyers and recruited stores
Hand sewed, screen-printed, painted, washed and dyed for sampling and production
Oversaw tracking, sampling, development, vendor communication
Built marketing website and social media
Scheduled and directed seasonal photo shoots
Prepared for and worked at trade shows, held promotional events throughout the continental US

COMMUNITY OUTREACH

Selvedge Southcoast Fall River, MA2022 - Present

Industry Subject Matter Expert

Working with MassDev & Viva Fall River to build a learning path that navigates students from high school into college and onto industry all within the city of Fall River
Currently building a makers space for students of all ages to come and learn how to create

Your Theater New Bedford, MA2022 - Present

Costume Designer

Designed costumes for the YT show *Proclivities* in January 2023
Currently designing costumes for *Crimes of the Heart*

YWCA New Bedford, MA2022 - Present

Fashion Design

Lead students through the client-based design process by assigning them community figure models & designing Red Dresses for them to wear at the annual YWCA Red Dress Event.

EDUCATION

Fashion Institute of Technology, New York, NY

Associate of Applied Science, Magna Cum Laude - Fashion Design (children's apparel)
Bachelor of Fine Art, Magna Cum Laude (children's apparel concentration)

SKILLS

Adobe Creative Suite
Microsoft Office
Website & social media design and maintenance
GSuite, Canva, PLM systems

Hand draping, sewing, & pattern development
Garment construction in all categories
Set dressing, photography styling
Peer Mediation
(Trained in non-violent disputes and communication)