

AYANA PATTERSON

Ayana.Patterson@gmail.com
267.259.6562
Brooklyn, NY

EDUCATION

SYRACUSE UNIVERSITY

- Bachelors of Industrial Design
- Minor in Fashion

SOFTWARE

Adobe Suite • Google Suite • Microsoft Suite • Graphite CAD • Rhino • KeyShot

NON-PROFIT WORK

DEI Council Member:
Industrial Designers Society of America (IDSA)

Alumni Council for Visual and Performing Arts: Syracuse University

Mentor + Presenter + Panelist + Speaker:
Syracuse University, Pratt Institute, Parsons, IDSA

PROFILE

Experienced luxury design director and engineer with over 15 years of comprehensive expertise, a collaborative mindset, and a commitment to excellence in both design and manufacturing. Seasoned in navigating manufacturing complexities, having traveled extensively to factories and effectively troubleshooting design challenges. Eager to bring my wealth of experience to the Senior Director, Design Engineer role at David Yurman.

EXPERIENCE

SELF EMPLOYED CONSULTANT, AP STUDIOS, BROOKLYN, NY – 2019- PRESENT

Responsibilities: Creative Direction & Strategy, Design Engineering, CMF/Design for scale and manufacturing Feasibility

- Create brand strategies and designs that seamlessly align a company's products with its brand DNA, emphasizing uniqueness, competitiveness, and manufacturability.
- Ensure the appropriateness of design and Color, Material, Finish (CMF) initiatives for the brand, catering to the targeted audience.
- Evaluate existing assortments and designs to guarantee manufacturability, providing redesign recommendations when feasible without compromising the original design intent.
- Conduct thorough market research to inform and enhance the brand's positioning within the market.

ART OF THE ENTRY; REMOTE – 2024- PRESENT

- Spearheading branding efforts for a product launch, ensuring a seamless blend of aesthetic appeal and manufacturability. Advising on the overall aesthetic direction of the brand through valuable insights and recommendations.

WEST ELM; REMOTE – 2021- PRESENT

- Conceptualize and develop new product collections for the brand, ensuring a fresh and innovative approach. Implement value engineering strategies to align products with the targeted price point, optimizing cost-effectiveness.

GEORG JENSEN; REMOTE – 2019- 2021

- Expanded Georg Jensen's luxury home brand in the US markets, reaching a new consumer market and demographic. Advised the design team on brand positioning and product aesthetics for the luxury home division. Developed 30 key new products tailored for US customers, maintaining the legacy brand integrity and achieving an impressive 90% adoption rate.

SENIOR DESIGNER, RALPH LAUREN/LAUREN/POLO HOME; NY, NY – 2012-2019

Responsibilities: Creative Direction, CMF, Product Development, Design Strategy, Management/ Mentorship

Key Achievements:

- Directed ideation, CMF, form and engineering from design inception to market introduction. Creating product for numerous categories including tableware, objets, small furniture and lighting totaling in over 400 sku's and over 20 million dollars in sales globally.

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- Outstanding capacity to swiftly grasp knowledge of diverse materials, finishes, and manufacturing techniques from around the globe, increasing efficiency and reducing costs by designing into the factories capabilities.
- Established effective communication and collaboration between leadership, design and product development and manufacturing teams, ensuring a harmonious blend of creativity and production efficiency.
- Conducted extensive global travel to factories, maintaining a hands-on approach to oversee production processes, to ensure successful and timely product launches. Demonstrated exceptional troubleshooting skills through clear and concise communication during factory visits.
- Mentored and supervised junior designers, freelancers, and summer internship program hires, fostering their professional growth and contributing to team development.

LEAD DESIGNER, KOHL'S: FOOD NETWORK/ BOBBY FLAY – 2007-2012

Responsibilities: Brand Creation, Ideation to Engineering, Product Development, Sample reviews

- Selected for the inaugural team of Kohl's Private Label Design studio in New York City, contributing to the establishment of the Food Network and Bobby Flay kitchenware brands, catering to the in-home chef.
- Initiated ideation and design for both brands, overseeing product development across several categories, including dinnerware, bakeware, textiles, kitchen gadgets and electrics.
- Recognized with multiple promotions, advancing from Assistant to Associate in 2009 and further to Lead Designer in 2010, attributed to exceptional performance, strong leadership, and consistent delivery of results.

ADJUNCT PROFESSOR, DREXEL UNIVERSITY; REMOTE – 2021-2022

Course: Professional Practice for Senior Designers

- Instructed senior design students on professional practice, aiding them in discovering their unique professional voices and career paths.
- Provided guidance on post-college life, offering support in job searches, navigating job offers, and managing financial considerations.