

# Kalyn Kawaii



## — CONTACT —

**NAME:** Kalyn Kawaii

**E-MAIL:** KalynKawaii@gmail.com

**WEB:** <https://www.kawaiianmart.com>

**PHONE:** 310.722.8506



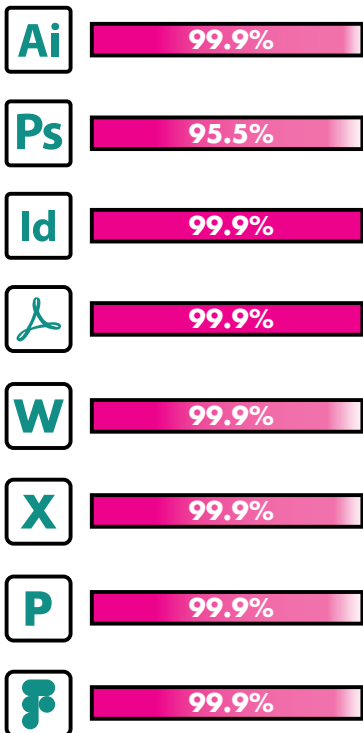
## — EDUCATION —

**Hampton University**

2006 Graduate in Bachelor's of Arts  
with an Emphasis in Graphic Design.



## — PROGRAM SKILLS —



## — Qualifications —

**Sports & Character Licensing**

**Licensed Product Design & Compliance**

**Trend Analysis & Implementation**

**Creative Problem-Solving**

**Fabrication Expertise**

**Print Process Optimization**

**Multi-Channel Production Design**

**Adobe Creative Suite Mastery**

**Product Development & Tech Packs**

**Brand Guidelines Management**

**Cross-Functional Team Leadership**

**Digital Asset Management**

**Color Theory & Application**

**Multi-Method Application Techniques**



## OBJECTIVE

Creative, detail-oriented Graphic Designer and Production Artist with 16+ years of experience in apparel, branding and full-cycle product development. Expert in translating trend-driven concepts into production-ready designs across multiple industries. Proven ability to manage licensed properties, create comprehensive tech-packs and collaborate seamlessly with cross-functional teams from concept through final delivery. Seeking to leverage extensive design and production expertise to contribute to innovative brand aesthetics and growth.



## WORK & EXPERIENCE

### Kalyn Kawaii Graphics

#### Contractual Graphic & Apparel Designer

June 2006 - Present

Lead the design of Licensed Apparel for Sports Franchises and character-based properties ensuring adherence to brand guidelines and quality standards. Created production-ready files for apparel, including sizing and placement for print, digital and POD applications. Developed pitch decks, style guides and branding materials for external clients. Collaborated with clients to design products aligned with fashion trends and consumer needs.

### Quality Control Music

#### Apparel & Graphic Designer

January 2022 - December 2022

Designed graphic tees, apparel and accessories with a focus on music and cultural themes, creating visuals that resonate with target audiences. Developed custom typography and hand lettering for exclusive clothing lines. Delivered high-quality designs in a fast-paced environment, ensuring timely production of POD-ready graphics.

### Bombshell Cosmetics

#### Contractual Production Artist

Cosmetic Branding and Packaging

August 2017 - December 2020

Created packaging and branding for cosmetic products, ensuring designs aligned with brand aesthetics and marketing strategies. Led design development from conception to completion, collaborating with teams to ensure designs met production specifications. Developed marketing materials, including digital assets for social media and print assets, to promote new product launches.

### Betsey Johnson

#### Handbag & Accessories Designer

September 2017 - May 2018

Designed accessories and handbags, integrating trend-driven elements with the Betsey Johnson brand's iconic style. Collaborated with cross-functional teams to deliver products on time and within brand standards, contributing to seasonal collections.

### Maxima Apparel

#### Senior Designer

Cupcake Mafia Streetwear - (Junior Miss)

January 2014 - October 2017

Led design team for Cupcake Mafia Streetwear, creating graphic, apparel and textile designs. Presented apparel line-sheets, style-guides, mood and trend boards for team meetings and design leadership. Managed files on PLM system and worked closely with overseas production to ensure designs were sampled and approved for mass production.

### Marc Ecko - The Collective

#### Senior Menswear Designer

Slowbucks Streetwear - (Character License Apparel)

June 2012 - December 2014

Developed and executed seasonal collections for the Slowbucks Streetwear Brand, integrating trending design elements. Designed character-driven graphics for licensed apparel, ensuring brand integrity and strict adherence to intellectual property (IP) guidelines. Collaborated closely with cross-functional teams, including Sales, Production, Art Directors and Designers, to ensure timely and successful execution of apparel projects.

### LC Screen Printers

#### In-house Graphic Designer

September 2011 - May 2012

Designed apparel graphics and handled production-ready files for screen printing and large-format prints. Collaborated with clients to ensure designs met their expectations and were approved for production.

### Prographix NYC

#### In-house Graphic Designer

July 2011 - September 2011

Created original graphics for customers in need of custom T-shirts and other screen printed merchandise. Developed art separation files for screen printing, ensuring accurate color separation and optimized files for production. Created tech-packs for screen printing, detailing design specifications and print requirements for production teams. Cleaned up and prepared customer art files for print production, ensuring high-quality output and adherence to production standards.

### Westport Apparel Inc.

#### Freelance Menswear Designer

Kohl's and Macy's Licensee Programs

October 2010 - June 2011

Designed Graphic T-Shirts based on market trend appropriate styles. Completed tech-packs for approved designs and communicated with factories during the production process.

### N'TICE Apparel

#### Womenswear Apparel Designer

September 2009 - September 2010

Designed women's fashion collections, ensuring designs met both trend expectations and consumer demands.

### Entrée Lifestyle

#### Menswear Apparel Designer

September 2008 - August 2009

Designed menswear apparel with a focus on Streetwear market trends.

### Billionaire Boys Club Ice Cream

#### Apparel Design Intern

January 2008 - September 2008

Assisted in designing graphics for apparel, managing the stock room and fashion studio all while gaining valuable experience in the fashion industry.



## DESIGN SKILLS

### Product Development

Extensive experience in executing full-cycle product development for Men's, Women's, Junior's, and Children's wear, from concept through to final delivery. Proficient in managing design projects using PLM software, ensuring smooth workflow and timely production. Skilled in creating detailed tech packs for apparel and accessories, including packaging designs, material specifications and production guidelines. Strong understanding of fabric types, Pantone color matching, textile printing and sewing techniques. Effective communicator with factories, ensuring adherence to production timelines, quality standards and design specifications.

### Branding & Packaging

Expertise in developing brand identities, including logo design, custom typography and packaging solutions for diverse industries, such as fashion, food, sports and cosmetics. Proven ability to create cohesive brand experiences that resonate with target audiences and align with market trends. Design packaging that's both visually appealing and functional, ensuring it complements product branding and stands out in competitive markets.

### Graphic Design & Illustration

Advanced proficiency in creating apparel CADs, original vector illustrations and textile patterns, translating creative concepts into production-ready designs. In-depth experience in designing for character licensing, including creating graphics, embroidery designs, appliqués and trims for licensed properties. Highly skilled in managing and organizing asset libraries, ensuring consistency in character branding and design elements across multiple projects. Expertise in rendering photo-realistic images and digital illustrations.

### Print & Production Design

Highly adept in producing original designs for a wide range of print collateral, including booklets, fliers, line-sheets, brand decks, mood boards and marketing kits. Strong background in designing for screen printing, large-format prints, billboards, banners and posters. Experienced in creating designs for digital platforms such as LED signage, ensuring high-quality outputs for both print and digital applications.