



AARON
HOTCHKISS

TEXTILES
& CAD
DESIGNER

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PORTFOLIO:
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P R O F I L E

Seasoned CAD and Textile Designer with an extensive knowledge in all facets of the fashion industry. Passionately driven to **sketch, CAD** and create **original dynamic prints and graphics**, with an eye for design and trends. Performs well in fast-paced environments, while maintaining **attention to detail**.

E X P E R I E N C E

FREELANCE | NYC - IN HOUSE & REMOTE | 2015 - PRESENT GIRLS, JUNIORS, WOMENS, MENS - RTW, SWIM, SLEEP, ACTIVE

- **Clients:** Garan, Danny & Nicole, Delta Galil, Topsville, 5 Points Graphics, Isaac Morris, IHL, Pivot and ADTN
- Create **flat sketches**, create, maintain and adjust **CADs**
- Provide clients with **prints and graphic art** in all apparel categories
- Recolor, revise and redesign studio and vintage prints
- Design embellishments, embroideries, tags, labels, appliqué, sequins, etc.
- Developed a catalogue of textile prints and provided custom orders for roll fabric
- Correspond with factories on lab dips and strike off swatches

BETWEEN | NYC | 2020 - 2023

GIRLS, BOYS, BABY, JUNIORS | RTW, SWIM, SLEEP, ACTIVE

- **Senior CAD designer** worked closely with merchants to develop style collection
- Designed **graphic art and prints**
- Assist design director to keep projects delivered on tight schedules for buyer presentations and production
- **Research and forecast** fashion trends to develop concepts and advise seasonal collections
- Communicate with factories, verifying quality for between's production standards
- Developed seasonal color palettes stressing accuracy of information to production and factories

THE CHILDREN'S PLACE | SECAUCUS, NJ | 2010 - 2015

BOYS, GIRLS, BABY | RTW, SWIM, ACCESSORIES

Recruited as an associate designer, **promoted to Senior CAD designer**. My duties in baby and layette graphics were expanded into big boy, juniors, sleepwear, swim and accessories, graphics and print, as well as additional responsibilities such as reporting at seasonal concept meetings, and internal sketch reviews.

- **Created seasonal graphics and prints**, woven & knit (original, studio and from inspiration)
- Designed embellishments, embroideries, tags, labels, appliqué, flocking, sequins, etc.
- Worked with merchants to establish sales goals, translating company needs into appealing designs
- Created/altered flats, product line sheets, mood boards and pitches for hand-off
- Fashion trend research for ready to wear and mini seasonal collections

MACY'S MERCHANDISING GROUP | NYC | 2007 - 2010

GIRLS, BOYS, JUNIORS, WOMENS, MENS | RTW. SWIM, SLEEPWEAR

Hired as junior graphic artist for Greendog boy, **promoted to associate**. I took on more duties on multiple labels on the design and fabric teams of Epic Threads and American Rag **creating graphic art and prints**, expanding further into women's RTW prints at I.N.C. and Charter Club.

- Fulfilled engineered and repeat pattern art, plaids, color blocking, lace and sweater design
- Designed original seasonal graphic placements (**digitally, hand drawn, painted and photoreal**)
- **Brought new perspective and fresh look** to the lines
- Researched and shopped trends for art direction and inspiration boards

A C C O M P L I S H M E N T S

- Created countless best-selling designs at the **top of weekly sales** reports, surpassing goals
- **Lead collaboration between RTW and swimwear** overseeing cohesive color and style matching
- **Streamlined quality** and turnaround in strike-off process, saving time and money for the company
- Shared talent and expertise, proposing innovative improvements across company departments and labels
- Standardized limitation of color and material selections for a more cost-effective products

S K I L L S

T E C H N I C A L

- **Commanding speed** sketching and CAD turnaround
- Expert understanding of repeating patterns and fabric
- Strong sense of **color, style and garment construction**
- Excellent knowledge of screen print and embellishments
- Drawing and painting-digitally and by hand
- Troubleshoot computers, printers and font libraries
- Creative/inventive slogans and verbiage
- Packaging, logo, and heritage branding
- Strong organization and communication skills

P E R S O N A L

- **Communicating concepts** with visual excitement
- Excellent organizational and project management
- **Highly adaptive** to fluctuating needs of apparel business
- **Work well under pressure** with multiple, overlapping deadlines
- **Self-motivated** member with teams and independent
- **Style conscious** of design trends and techniques of competitors
- **Well adapted to learn new skills**
- Natural **problem solver**
- Efficient, versatile, creative and resourceful

S O F T W A R E

Expert in Adobe Suite, Lectra Kaledo Suite, Procreate, Browzwear, Digital Fashion Pro, TUKAstudio, EmbroideryStudio & Microsoft Office

E D U C A T I O N

PRATT INSTITUTE

Bachelor of Arts: Communication Design & Fashion Illustration

(President's List)