

ERIN PRASSAS

Sr. Apparel Designer & Manager | Activewear, Swimwear, Shapewear, & Bras Expertise

Proven Senior Designer and manager with over ten years experience in ideation, innovation and managing the design process. Strong ability to conceptualize, create and convey technical ideas with a strong sense of trend, color, fit, and embedding feminine style and trend with functional beauty.

CONTACT

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[portfolio password]: Welcome2024

CAREER HIGHLIGHTS

- Designed the first shapewear swim line at Spanx
- Designed patent-pending zero-waistband bonded leggings and skorts for Spanx with no waist seam and no front-rise for the ultimate shaping on-body feel
- Designed a full-spectrum of Low, Med, and High support bras at Spanx with fully bonded features and natural feminine shaping and support with over two-years of innovation, pad design, and user research
- Designed a fully opaque collection of white leggings, bras and swimwear that offered true no-show-through opacity

SKILLS

- Adobe Creative Suite
- CADS/ Illustrator
- PLM/ BOMs
- Garment fitting
- Conceptual Seasonal Boards
- Color palette creation
- Mentoring junior level designers
- Bonding & Fusibles
- Technical Seams/Stitching and technical make
- Fabric draping, mockups & sewing prototypes
- Color/ Lab Dip Approvals
- Trim & Zipper Design

VOLUNTEERING

- Atlanta Volunteer Lawyer Foundation (A.V.L.F.) (2023-2024) - Over 50 hours of Volunteer support as a Paralegal for AVLF's Saturday Attorney Program which assists local underprivileged individuals in need of legal assistance as they face illegal evictions, housing crisis situations, and domestic violence matters

EDUCATION

University of California Berkeley, CA —

B.A. English and Communications (double major) • Graduated 2010

Fashion Institute of Design & Merchandising, San Francisco, CA —

A.A. Fashion Design & Product Development • Graduated 2013

Santa Rosa Junior College, Santa Rosa, CA —

A.A. English • Graduated 2008

Awards: Dean's Highest Honors, 2007 and 2008
SRJC Dean's "Commitment to Excellence" Award Recipient
Swim Team Captain

EXPERIENCE

2021 - 2024 SPANX, Inc. — Sr. Designer, Active

- Atlanta, GA
- Responsible for overseeing the day to day of the design team to execute the Active, Swimwear & Active bra categories while adhering to all timelines and keeping product margins in accordance with the needs of the business.
 - Designed, elevated and innovated all products, trims and fabric while bringing fresh trends and new seasonal concepts to design and merchandising leaders
 - Led fittings for all Active styles alongside Tech to accurately communicate design intent and problem-solve daily.
 - Prepared seasonal vision, trend and mood boards within each capsule
 - Designed functional details for innovative patent-worthy ideas to bring things first to market
 - Worked cross-functionally and collaborated alongside product development, fit, merchandising, raw materials, color, and sourcing to ensure all teams had the most up to date information for the full scope of the line.
 - Managed and mentored other junior designers on the team.

2016 - 2021 Athleta — Designer | Train, Swim & Advanced Concepts

- San Francisco, CA
- Oversaw the Performance Train & Swim categories which included all Tops, Bottoms, Jackets, Dresses, Run shorts, skorts and Performance Swim (including all rashguards and swim apparel)
 - Was part of a unique Advanced concept team that worked on future concepts for bras and swim that required longer lead-times
 - Designed the product line through the Design team's ethos of Fit, Function and Femininity
 - Managed the product development of all trims and materials for the Performance team, including all mock-ups, bonded elements, innovation briefs and vendor communication for all componentry
 - Fit daily and managed all product CAD updates, ensured accuracy within each tech pack and PLM
 - Communicated product updates and details effectively across all cross-functional teams and vendor communications

2014 - 2016 Athleta — Associate Designer

- Petaluma, CA
- Designed and managed products across multiple categories including Performance and Lifestyle Woven Bottoms, Lifestyle Knit bottoms, and Performance Swimwear. I was responsible for all trend research, sketching, CADs, tech packs/BOM's, etc. Other duties include daily fittings, vendor communication, product followthrough on all Design materials and prepared for design presentations with great attention to detail.

2013 - 2014 Athleta — Assistant Designer

- Petaluma, CA
- Assisted the design and development of all Lifestyle and Performance Woven Bottoms and Performance Swimwear. This included all sketching, trend research, cads, tech packs, and fit sessions.
 - Designed the brand's #1 selling woven pants: The Midtown trousers which then led to the brand's signature City Pant Collection