

ROGER KULAK

APPAREL DESIGN & DEVELOPMENT

- Creative & technical soft-goods & hard-goods designer & developer with a successful track record for developing and designing well known multinational brands and managing them through production.
- Proven record for designing creative pitches to attract & secure brand licenses.
- Designed, developed & mass produced unique concepts – safety mask hoodie & coat.
- Successful creation & implementation for brand development, design campaigns; developing, training, coaching and mentoring teams; and building / expanding buyer, merchant & supplier relationships.
- QC resolution expert

EXPERIENCE

Director - Apparel Design & Product Development

MS Apparel / Global Action Group • KC, MO • 2018 - Present

- Creative & Technical Director – apparel & accessories, branding, technical & packaging.
- Conceptualized, designed & developed Eddie Bauer Workwear & Nautica Angler branding, packaging & style guides.
- Manage, develop, and implement design to ensure licensor requirements are met.
- Brands:
 - Nautica Angler:
Mid tier performance thermo-regulating & sun blocking fishing / outdoor apparel
Pants, shorts, fishing shirts, long/short/mock-neck tees, hoodies, hats, jackets, waders, etc.
 - Eddie Bauer Workwear:
Mid tier workwear: bibs, outerwear, canvas/denim pants/shorts, flannel shirts, shirt jacs, hoodies, fashion knit tops & tees
 - Joe Marlin:
Tommy Bahama aesthetics for mass market channels
 - Buckhorn River
Mass market, outdoor recreation sportswear and workwear

Director - Apparel Design & Product Development

MOR Brands / LAD Global • KS • 2015 - 2018

- Creative & Technical Director – apparel & accessories, branding, technical & packaging.
- Product: Medical Scrubs & accessories
- Directed UAE government product & domestic programs.
- Developed & trained staff on all design programs, tech pack creation & “How To” manuals.
- Managed internal / external creatives, sourcing agents & factory representatives.
- Partnered w/Merchandising, Sales & Sourcing to define costs & maintain GM goals.

Designer - Apparel, Tech & Packaging

GAP, Inc. • San Francisco, CA • 2011 - 2014

- Advised & managed company wide product transition to one “Global” product strategy.
- Creative development, PLM, technical & packaging on North America, Europe & Asia product.
- Partnered w/Merchandisers & Factories to define costs & maintain GM goals.

Director - Apparel Design & Packaging

Simplyshe, Inc. • SAN FRANCISCO, CA • 2008 - 2011

- Creative & Technical Director – North American, South American & European product.
- Manage, develop, and implement design to ensure licensor requirements are met.
- Managed design, Package & Brand Depts., developed T&A calendar, system flows & budgets.
- Developed POS materials, corporate trade show collateral & directed photo shoots.
- Developed & trained staff on all design programs, tech pack creation & “How To” manuals.
- Licensor's:
Walmart (USA, Mexico & Canada), Petco, Target, Ross, Pets at Home, Pet Supplies Plus

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— APPAREL DESIGN & DEVELOPMENT —

EXPERIENCE

Manager - Apparel & Technical Design

Mervyns • Hayward, CA • 2003 - 2008

- Hybrid Designer – Tech Design Juniors, Boy/Gir & Mens + Designer Vendor Apparel.
- Developed “Fast-Track” process – reducing lead times – “Most Improved IMU” all 5 yrs.
- Trained & developed staff on PLM, tech pack creation & “How To” guides.
- Traveled to & worked with factories to resolve technical QC issues.

Director - Apparel Design & Product Development

Unionbay • Seattle, WA • 2002 - 2003

- Creative & Technical Director – apparel & accessories, branding, technical & packaging.
- Manage, develop, and implement design for Junior’s & Girl classifications
- Managed internal Junior’s and Girl’s Design Team & HK Graphic Design Team
- Achieved 1st to date \$1 million, 1-order sale in Company’s history.

Head Designer - Apparel Design & Product Development

Trends International • Miami, FL • 2001 - 2002

- Developed / Designed 1st Men & Junior apparel line for Mossimo at Target.
- Designed technical sketches, graphics, branding, via Adobe Illustrator.
- Merchandised line assortment and set-up / worked trade shows.
- Managed internal design team
- Increased overall product profit margins by 4%
- Brands:
Mossimo, Jimmy’s, BUM Equipment, X-Hilation - Tops, Bottoms, Outerwear, Active

Senior Designer - Apparel

M. Fine & Sons • Louisville, KY • 1998 - 20001

- Designed Denim & Denim related apparel for Men, Junior, Boy & Girl
- Merchandised line assortment and set-up / worked trade shows.
- Designed / Developed graphics, catalogs, labels, packaging, POS Signage & technical washes.
- Increased annual sales to \$55 million by developing new product lines.
- Brands:
Mossimo, X-Games, Bongo Jeans, Perry Ellis, Sonoma – Kohl’s, Penney’s, Sears, Macy’s, Dillard’s

Designer - Apparel

Oxford Industries • New York, NY • 1997 - 1998

- Designed women’s, junior’s & maternity apparel for Target
- Achieved \$1 billion milestone in sales by creating trend right marketable product for Target.
- Worked with factories in Turkey, India, Pakistan, Bangladesh, Korea, China, etc.
- Brands:
ProSpirit, X-Hilation, Merona, In Due Time - Tops, Bottoms, Outerwear, Active, Swim

Assistant Designer - Apparel

Macy’s • New York, NY • 1993 - 1997

- Developed / Designed Men’s, Women’s & Kid’s apparel and Accessories.
- Brands:
Badge, Charter Club - Tops, Bottoms, Outerwear, Active, Swim, Lingerie & Purses

EDUCATION

- FIT, New York, NY – Major: AAS, Apparel Design
- Columbia College, Columbia, MO – Major / Minor: BA: Business Admin / Merchandising