

Roger Kulak

Product Design & Development

EXPERIENCE

MS Apparel / Global Action Group, Kansas City, MO

Mid-tier apparel manufacturer – \$20+ million in sales

PD&D Director

2018 – Present

- Reinvented product categories/classifications for Men's, Women's, Boy & Girl product
- Unified apparel, accessories, branding, packaging, and technical design for brand coherence.
- Led effective management, development, and implementation of designs for licensor needs.
- Boosted outdoor wear with thermo-regulating, sun-blocking and technically designed outdoor apparel.
- Spearheaded pitches for Yellowstone, Eddie Bauer & Nautica's new product lines.
- Innovated in fashion with the concept, design, TD of a multi-purpose "safety" mask hoodie.

MOR Brands / LAD Global, Olathe, KS

Medical Scrubs manufacturer & Importer – \$5 million in sales

PD&D Director

2015 – 2018

- Executed licensor needs through effective design management, development, and implementation.
- Elevated the brand via innovative design of apparel, accessories, and technical packaging.
- Launched domestic nursing school scrubs/uniform programs to meet industry needs.
- Propelled mid-tier apparel manufacturing with strategic planning and execution.
- Effectively managed costs while preserving GM goals for financial stability.
- Spearheaded a successful product line of sustainable UAE government scrubs.
- Developed outdoor classifications such as auto, grill, boat, and patio covers.

GAP, Inc., San Francisco, CA

Mid-tier apparel manufacturer

Designer (Apparel, Tech & Packaging)

2011 – 2015

- Collaborated with merchandisers to efficiently determine costs while preserving GM goals.
- Supervised factories, achieving reduced lead times and enhanced quality control.
- Championed innovative technical and package design for premium apparel products.
- Guided the successful transition to a unified "Global" product strategy
- Conceptualized and developed products through PLM for global markets.

Simplyshe, Inc., San Francisco, CA

Mid-tier pet product manufacturer – \$50 million in sales

PD&D Director

2008 – 2011

- Contributed to major retail partnerships including Walmart (USA, Mexico & Canada), Petco, Target, Ross Pets at Home and Pet Supplies Plus.
- Orchestrated design of apparel, accessories, branding, packaging, and technical aspects.
- Developed POS materials, corporate trade show collateral, and directed photo shoots.
- Crafted detailed T&A calendar, system flows, budgets and "How To" manuals.
- Supervised the management of design, packaging and branding departments.
- Enforced quality control measures in factories to reduce lead times.
- Negotiated with merchandisers to define costs and sustain GM goals.

PREVIOUS EXPERIENCE

Apparel & Technical Design Manager; Mervyns, Hayward, CA

PD&D Director; Unionbay, Seattle, WA

Head Designer; Trends International, Miami, FL

Senior Designer; M. Fine & Sons, Louisville, KY

Designer; Oxford Industries, New York, NY

Assistant Designer; Macys, New York, NY

SUMMARY

- Soft & Hard-goods Director
- Successfully Developed Known Multinational Brands
- Created Safety Mask Hoodie
- Spearheaded Brand Campaigns
- QC resolution expert

SKILLS

- Apparel Design
 - Men's Women's, Kid's
 - Home & Outdoor
 - Pet (Dog & Cat)
 - Competitive Shopping
 - Concepting
 - Inventive
- Technical Design
 - Specs
 - Construction
 - Flat Sketching
 - Fitting
- Packaging Design
 - Production Mechanicals
 - Paper
 - Stickers
 - Woven
 - Metal
 - Tyvek
 - Plastic
- Cost Negotiations
- Global Operations
- Business Growth
- P&L improvement

Tools and Software:

- PLM
 - Centric
 - Web PDM
- Illustrator
- Photoshop
- Excel

EDUCATION

FIT

AAS - Apparel Design
New York, NY

Columbia College

BA - Business Administration
Minor - Merchandising
Columbia, MO

CONTACT

- roger@rogerkulak.com
- <https://www.linkedin.com/in/rogerkulak>