

LINDEN GRACE COLBY

Apparel and Concept Design

CONTACT

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lindengrace.com

WORK EXPERIENCE

2022 - 2024 **LS&Co.** | San Francisco, CA - Levi's Assistant Men's Denim Design

- Developed 130+ new denim finishes each season across multiple global fits, balancing innovation with brand heritage
- Conducted extensive trend research using platforms like WGSN, runway recaps, and social media to inform seasonal concepts
- Created detailed technical packs and vector sketches for fit development, including a new youth capsule and updated core Western fits
- Led finish hand-offs and reviews, providing expert comments on aesthetics and execution while considering cost efficiency
- Collaborated with cross-functional teams including graphics, product development, and merchandising to ensure cohesive product lines

2021 - 2022 **Fourfront Media** | Remote - Social Media Manager

- Conducted extensive research on content trends, popular music, and Gen Z interests to inform viral video content
- Consulted with writers and video editors to optimize content for social media platforms
- Moderated live social media sessions, ensuring safe and engaging user experiences
- Contributed creative ideas for new characters and content delivery methods in a fast-paced startup environment

2018 - 2020 **Abercrombie and Fitch** | Columbus, OH - Assistant Apparel Design

- Contributed to four apparel categories through comprehensive market and trend research
- Created technically articulate design materials and detailed bills of materials (BOMs) using PLM
- Led sketch and tech pack pass-offs with garment development team, providing in-depth measurements and construction details
- Attended and provided expert input during garment fit sessions
- Collaborated with fabric mills to develop custom constructions meeting company quality and aesthetic standards

SKILLS

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| - Technical flat creation and tech packs | - Cross-functional collaboration |
| - Trend forecasting and analysis | - PLM systems |
| - Fit development | - Adobe Creative Suite (Illustrator, Photoshop) |
| - Fabric development | - Excel |

EDUCATION

SCAD (Savannah College of Art and Design)

Savannah, GA

Fashion Design B.F.A. (Accessory Design Minor)

GPA: 3.9

Graduated: May 2019