

Naheemah Azor

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Key Skills

- Adobe Creative Suite - Illustrator, InDesign, & Photoshop
 - CAD - Flat Sketches
 - Tech Packs
 - 3D Design - Clo3D & Vstitcher
 - Microsoft Office Suite
 - Color Design & Strategy
 - Knits and Wovens
 - Trend Analysis
 - Problem Solver
 - Written & Verbal Communication
 - Cross Functional Collaboration
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Experience

Nike | Beaverton, OR

Designer II, Global Apparel Accessories

July 2023 - Present

- Designs women's bags collections including duffle, tote, and backpack silhouettes using extensive consumer research to strengthen brand positioning in the marketplace and achieving tier 1 sustainability status
- Leads women's accessories color strategy utilizing trend research to identify areas for innovation and opportunity in our franchise product assortment that supports Nike's women's business strategy
- Creates tech packs/proto requests that accurately communicates product construction to factory partners utilizing Adobe Illustrator, leads sample reviews, and makes system updates in PLM software
- Works closely with cross-functional teams, including technical design and merchandise partners to ensure design adherence to the brief, create seasonal line plans, and mood boards that convey design direction

Designer I, Global Apparel Accessories

Oct 2022 - June 2023

- Created an innovative head-to-toe look made of Nike Forward material that inspires the future of Forward product offering and aligns with the company's Move-to-Zero sustainability initiative during the 10-week-long Forward Project Runway competition
- Developed color theory and design strategy for seasonal prints, materials, and trims that were utilized in women's, kid's, and performance accessories (bags, headwear and socks) utilizing Clo3d software and Adobe Illustrator for ACG, Nike SB, Naomi Osaka, and Rafa Nadal collections
- Prepared visual presentations and layouts, mood boards, and trend decks that conceptualize the design direction for the season and category across global accessories product

Apparel Designer, Serena Williams Design Crew 3.0 & 5.0

Mar 2022 - Present

- Designs cut-and-sew women's apparel collections across SP/FA 2024 and SP/FA 2026 seasons to the specifications of signature athlete, Serena Williams, constructing physical mockups to reimagine silhouettes
- Crafts presentations and moodboards to storytell collection concepts and direction, contributing fresh ideas/insights to drive creativity and alignment across apparel, footwear, and accessories
- Conducts fit sessions with technical design partners providing feedback and making necessary adjustments to the designs to achieve the desired fit, proportions, and style to meet Nike's design philosophies
- Travels to domestic and international markets to acquire trend insights, lead consumer focus groups, and research emerging techniques to inspire future collections and product creation

Ethik Brands | Los Angeles, CA

Assistant Apparel Designer, Denim

Oct 2021 - Mar 2022

- Lead the company's largest account, Nordstrom, for juniors and men's denim by designing their product assortment (jeans, jacket, and skirts), reviewing samples, lab dips, and communicating with brand partners
- Created sustainable denim apparel tech packs for brands such as Buckle, Fashion Nova, True Religion, Rue 21, and PTCL with specifications for production to ensure execution of Design Director's vision
- Collaborated closely with the international factory partners to ensure accurate design execution and improved sampling timelines by 60% to meet collection deadlines
- Conducted extensive research on denim washes, trends, and finishes to identify opportunities for innovation to create product solutions and craft design narratives using WGSN and Stylus
- Maintained an organized archive of design samples, fabrics, trims, and denim washes for the design team to reference and source inspiration

MADE Brands | Los Angeles, CA

Apparel Designer, Cut and Sew

Oct 2020 - June 2021

- Designed a 13-piece men's streetwear and accessories collection for A/W 2021 in collab with FIDM
- Sketched technical flat sketches using Adobe Illustrator, created detailed tech packs with specifications for production, and performed technical design needs including spec sheets, fit sessions, and patterning
- Sourced fabrics, trims, and packaging materials for the collection in both international and domestic markets and communicating final design intent with factory partners

Marie Westwood Magazine | Los Angeles, CA

Freelance Graphic Designer

Aug 2019 - Apl 2021

- Created promotional event decks and media content that generated \$35,000 in sales/sponsorships for the magazine in the 4th quarter of 2019 and increased social media engagement by 25%
- Designed original layouts & artwork for the magazine using Adobe Photoshop, Illustrator, & InDesign

AhSiren | Los Angeles, CA

Freelance Fashion Designer / Pattern Maker

Aug 2019 - Apl 2020

- Drafted and graded both manual and Gerber digitized patterns for a 5-piece women's lingerie collection
- Created prototypes, utilized draping techniques and bra construction thus conducting fit sessions according to the desired specifications and proportions of the fit model
- Designed a 5-piece collection for the brand utilizing hand sketching, sourced materials from domestic vendors, and met with their top clientele to conduct consumer research

Ivan Bitton Style House | Los Angeles, CA

Showroom Intern

Aug 2019 - Dec 2019

- Assisted stylist during 4 celebrity photoshoots that were published in a high profile magazine spread
- Maintained and organized 2 showrooms on a bi-weekly basis which improved workflow by 30%
- Greeted stylists and high-profile clients at the door and kept a detailed record of their rentals

Education

FIDM/Fashion Institute of Design & Merchandising | Los Angeles, CA | 2018 - 2022

Bachelor of Science: Business Management

Advanced Associate of Arts: International Manufacturing & Product Development

Associate of Arts: Fashion Design

Awards: Magna Cum Laude, President's Honor Roll, Merit Scholar, Fashion Club President