

Eva Wikander

GRAPHIC & WEB DESIGN

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ABOUT ME

I am a seasoned Graphic Designer with over fourteen years of experience in the apparel fashion industry, complemented by an additional four years in residential interior design and six years in website design. In addition to my design expertise, I bring extensive experience in project management and customer engagement, always focusing on innovative and creative solutions.

WORK EXPERIENCE

Graphic & Web Designer

Flexcin Inc.
Cape Coral | FL

2018 - 2024

- Managed print materials for Nutraceutical brand, including design of graphics, brochures, labels, and packaging.
- Created and supported 4 different WordPress websites, landing pages, and managed development for Mailchimp email campaigns.
- Designed store display modules and coordinated with print studios and suppliers on labels, color and layout proofs.
- Managed Amazon, Chewy, and social media ads, collaborating on brand promotions, while reporting to the Art Director.
- Assisted with video production for client testimonials and promotional events.

Graphic & Web Designer

Collins & DuPont
Naples | FL

2015 - 2018

- Created 3D renderings of residential interiors for client presentations.
- Developed and managed digital presentations, collaborating with interior design teams on client design selections.
- Worked with Marketing on ads, social media, printed newsletter layout and redesigned the company website.
- Coordinated with internal teams and external vendors to ensure project quality and timely delivery.
- Assisted in space planning, client meetings, site visits, and managed tracking of project proposals and schedules for interior design team.

Product Development Manager for Textiles CAD

WH/BM - Chicos
Fort Myers | FL

2011 - 2015

- Managed all aspects of textile product development for WH/BM women's & accessories and outlets product lines.
- Led the textile development process with vendors and factories, ensuring alignment with Cross-Functional Team (CFT) outcomes.
- Oversaw artwork development from digital file posting to strike-off approval, ensuring quality and timely execution.
- Coordinated CAD processes across design teams, CFTs, and external vendors, maintaining smooth data sharing and communication.
- Guided the textile strike-off approval process, ensuring design, color, and technique met brand standards.
- Conducted weekly CAD & PD Color meetings to ensure aesthetic alignment with seasonal deadlines.
- Led on-boarding of new overseas vendors and partnered with Sourcing to build upon these relationships.
- Directed graphic design development for WH/BM Outlet Stores and Accessories.
- Managed and mentored an operational textile team, fostering new talent.

EDUCATION

Diploma

The Interior Design Institute | San Francisco, CA
2015 - 2016

Completed 24 courses & assignments covering all aspects of Interior Design

MBA

DePaul University - New School of Learning | Chicago, IL
2003 - 2005

Completed courses in business management and entrepreneurship

BFA

Columbia College of Art | Chicago, IL
1997 - 2000

Completed courses in Fashion Design with concentration in CAD Textile Design

Associates

Fashion Institute of Technology | New York City, NY
1995 - 1997

Completed courses in Fashion Illustration and Apparel Pattern Making

TECH SKILLS

- Photoshop
- Illustrator
- InDesign
- WordPress
- Elementor Pro
- PowerPoint
- Mailchimp
- Word & Excel
- Acrobat
- Final Cut
- Google Analytics
- U4ia Lectra
- NedGraphics
- Dobby Pro
- Texcelle
- Kalido
- 3D Skechup & Rendering
- Stork & Epson Digital Printers
- Dropbox & FTP Sharing

WORK EXPERIENCE CONTINUE

Senior Graphic Designer

Calvin Klein
New York City | NY

2007 - 2011

- Independently managed all aspects of textile graphic development for men's wear designs.
- Created textile artwork for knits, wovens, sweaters, and T-shirt graphics.
- Researched trends and developed storyboards, building seasonal color palettes and colorways.
- Executed technical details for various garments, including fabric structure strike-offs for woven's and knits.
- Collaborated with Design, Production, and Sourcing teams on fabric execution and costing.
- Worked with Technical Teams to improve textile efficiency and reduce fabric waste with overseas vendors.

Textile Graphic Designer

Target Corp.
Minneapolis | MN

2004 - 2007

- Rotated across departments, managing textile design and trend direction for multiple women's, men's, children and maternity brands.
- Developed prints, wovens, sweaters, and graphics for mill production.
- Collaborated with internal teams and vendors on various textile projects.
- Presented key textile looks and direction to directors and merchants during concept and final design review meetings.
- Mentored new design staff on Target processes and company culture.
- Conducted trend research and created reports after shopping trips.
- Participated in corporate skill development and continued education.

Fashion Design Instructor

The Illinois
Institute of Art,
Chicago | IL

2002 - 2004

- Taught textile surface design, hand drawing, weave structure, and CAD courses in Photoshop, Illustrator, and Textile U4ia Lectra.
- Facilitated portfolio-building, career development and internship courses.
- Developed Fashion Design curriculum standards for state programs across all Ai Institutes.
- Founded and mentored a new student organization for Textile and Surface Designers in the Chicago chapter.
- Led an overseas educational textile tour of privet factories as Chanel & Luis Vuitton for fashion design students in England and Scotland.
- Introduced a course in digital fabric printing and purchased a digital printer for student curriculum use.
- Judged "Project Runway" fashion show in New York alongside other celebrity designers.
- Organized a Fashion Show and raised over \$14,000 towards student scholarship tuition.

Textile Designer & Colorist

Gap Inc.
New York City | NY

2000 - 2001

- Created textile prints, wovens, knits, and recolored prints for all Gap brands, women's, men's and baby Gap.
- Drawn original artwork and cleaned up digital prints to create marketable product designs.
- Prepared visual print boards, matched digital color palettes and created art packages for overseas execution.

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PRO SKILLS

- Strategic Planning
- Creative Solutions
- Organizational Changes
- Project Management
- Team Management
- Product Development
- Digital Marketing
- Client Presentations
- Trend Research & Development
- Product Sourcing
- Order Tracking, Shipping & Returns
- Course Curriculum Development
- Teaching & Mentoring
- Overseas Production Communication
- Employee Review Writing
- Interviewing New Hires
- Training New Employees

DESIGN SKILLS

- Web Interface Design
- Publication Layout
- Photo Manipulation & Enhancement
- Hand Sketching
- Hand Drawing, Watercolor & Oil Painting
- Textile & Print Design
- Surface Design Screen Printing
- Spectrophotometer Color Matching
- Color Pallet & Colorway Building
- Swatch Strike-Off Review
- Hand Weaving, Knitting & Crotchet
- Machine Embroidery & Apparel Sewing
- 3D Architectural Drawing & Rendering
- Reading Architectural Blueprints & Floor Plans
- Construction Site Management
- Interior Design Management
- Custom Furniture & Lighting Design

LANGUAGE

Polish

Native Language