

Renee Graff

Senior Apparel Designer

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PROFESSIONAL SUMMARY

Senior Designer with 10+ years of experience in performance apparel, technical development, and materials innovation across men's, women's, and outdoor categories. Skilled in end-to-end product creation, seasonal storytelling, and cross-functional collaboration with development, merchandising, and global vendors. Known for precise fit engineering, sustainability-driven design thinking, and leading teams to deliver elevated, consumer-focused product solutions.

CORE COMPETENCIES

- Men's performance apparel
- Technical construction & fit engineering for Athlete-driven design
- Functional materials & outdoor innovation
- Sustainability & circularity in performance
- Seasonal concepting & narrative building
- Prototype iteration & performance refinement
- Cross-functional partnership (Design/PD/Merch)
- Global vendor + factory partnership

PROFESSIONAL EXPERIENCE

Joseph Atelier — Berlin, Germany (Remote)

Lead Designer & Developer: May 2025–Present

- Lead design direction across apparel and accessories, driving seasonal concepts, print narratives, and collection cohesion.
- Develop prototypes through fit testing, functional refinement, and iterative construction improvements.
- Select and source materials aligned with performance, cost, and quality requirements, ensuring durability and wearability.
- Partner closely with Production to monitor progress, conduct quality control, and integrate feedback for continuous improvement.
- Manage and mentor an Assistant Designer, ensuring efficient workflow and successful delivery of collection milestones.

Marine Layer — San Francisco, CA (Remote)

Designer & Product Manager, Wholesale & Custom: July 2022–Present

- Own full product lifecycle for custom wholesale apparel, from ideation and design development through production and post-launch support.
- Direct internal communication with operations, merchandising, and leadership to align design intent with business goals.
- Create catalogues, sample decks, and garment mockups that elevate client engagement and increase average order volume.
- Ensure consistent quality control across custom programs through clear tech packs, BOMs, and vendor communication.

Associate Designer: July 2020–July 2022

- Delivered seasonal assortments based on merchandising briefs, shaping final collection direction during executive line reviews.
- Championed sustainable design practices, integrating responsible materials and processes across categories.
- Improved team efficiency by implementing tools and workflows that reduced turnaround time without compromising quality.

Assistant Designer: April 2018–July 2020

- Presented category designs, original graphics, and textile prints to leadership.
- Created precise BOMs and tech packs to support seamless communication with overseas vendors.
- Maintained organized historical design records to strengthen cross-season continuity and team productivity.

VF Corporation — Alameda, CA

Product Developer B — The North Face & Lucy Activewear: December 2016–March 2018

- Led prototype fittings, refining technical construction, mobility, and functional details across owned styles.
- Created and maintained TPs while communicating efficiently with international teams to ensure timely, high-quality garments.
- Supported performance-driven design intent across men's and outdoor categories through technical construction refinement, mobility-focused fit adjustments, and functional material selection.

EDUCATION

MA, Sustainability in Fashion & Creative Industries Akademie Mode & Design — Berlin, Germany

- Thesis: Closing the Small Loops in Apparel: Exploring the Potential of Scaled-Down Garment Technology
- Led team developing actionable sustainable supply-chain solutions for Zimmer + Rhode.
- Co-created installation exploring traceability for N91 Berlin shoe launch.

BS, Fashion & Textile Design North Carolina State University — Raleigh, NC