

BETH BODENMILLER

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SUMMARY

A seasoned director with over 18 years experience in many facets of design, and the overall creative process. My strengths are, but not limited to textiles, product development, printing and sales.

EXPERIENCE

The Northwest Company

New York, New York

05/2014-Present

Creative Director of Bedding for Sports and Entertainment

*Lead design team to all creative projects relating bedding, throws and giftable items. This includes conceptual layout, color and final product.

*Correspond with domestic and overseas mills. Overseeing printing, approving strikeoff's and color correcting prints as well as product development making sure all was executed in a timely manner.

*Establish strong relationship with sales representatives, licensors and production coordinators providing creative vision and art direction.

*Sourced fabrics and researched various printing techniques to create a diverse line.

*Traveled to various Entertainment licensors (Disney, Lucas, Nickelodeon) to insure creative direction was properly orchestrated for their brand and under the guidelines of our licensing agreement.

*Designed and produced catalogs for the Northwest sales team to provide their buyers with knowledge and understanding of our product line.

*Merchandised showroom for upcoming market weeks and appointments.

Mini Monet, Inc.

Sayville, New York

04/2011-10/2014

Owner/Creative Director

*Art studio catering children from 18 months and older.

*Responsible for scheduling all events and programs.

*Orchestrated all class outlines and curriculum.

*In charge of marketing and promotions.

*Successfully built customer base.

*Networked with vendors and ordered supplies.

*Created an environment enabling students to explore and learn.

Generation Digital Solutions

New York, New York

06/2009-02/2011

Sales

- *Generated sales for growing CAD software company.
- *Responsible for engaging customers and providing them with the knowledge of a cost effective approach to CAD.
- *Monitored market conditions and local CAD pricing.
- *Communicated current product features and benefits of our program.
- *Provided demonstrations and technical support to clients who purchased software.

Jay Franco and Sons, Inc.

New York, New York

11/2001 -08/2004

Senior Design Director

- *Hired to implement fabric division, allowing the company to no longer outsource CAD fabric printing.
- *Established creative and technical direction to all CAD artist.
- *Trained graphic artist on printers and schooled designers on repeats and textiles
- *Supervised and inspired design team to successfully execute their patterns and provide quality control over concepts.
- *Made sure all digital files were acceptable to send off the the mills for production fabric.
- *Supervise in house print production, schedule and work approvals.
- *Lead design team and provided hands on direction in creating and structuring designs for licensing products and open line designs.
- *Approved strike-offs and color correction to the overseas mills.

Deadline Textile Designs

New York, New York

07/1999-11/2001

Director of Digital Fabric/Sales

- *Worked with Creative Director's and VP's of design, brainstorming and creating effective design solutions successfully for their prints and sample yardage.
- *Maintained strong client relations developing trust and reliability due to my extensive knowledge of print construction and color matching.
- *Aided Apparel, Home Furnishing and Licensing clients with innovative design ideas and concepts to cost effectively market their products.
- *Coordinate and assist designers with color accuracy, design, layout guidelines and requirements.
- *Increased client base significantly by building trust and introducing the Encad Printer to the company, building a new client base and generating additional sales and business to the company.

Design Works International

New York, New York

05/1996-07/1999

Designer/Promoted to Manager

*Responsible for overseeing CAD designers.

*Schedule all projects discussing specs, client expectation and deadlines, design details and color limitations.

*Retrieved the artwork from the sales division and communicated with designers providing leadership and vision of the client's brand.

*In charge of supplying technical support for CAD software, maintained inventory, archived all artwork.

*Trained on the "latest technology" at the time which was Fabric Printers.

*Matched color, corrected incoming files and printed sample yardage of fabric for the client's mock up's and showrooms.

*Ordered all supplies, inks and fabrics.

ACADEMIC BACKGROUND

Fashion Institute of Technology

New York, New York

Bachelor of Fine Arts: Textile/Surface Design

1996