

Joanna M. Hawley

EXPERIENCE

Nordstrom Product Group, At Home | Assistant Designer

May 2010 - Present

Designed on-trend top of bed and soft-lines for two brands with direction from Design Director and Designer. Assisted in season color, trend, and theme development. Maintained daily contact with overseas and domestic vendors to ensure timely arrival of accurate samples.

Nordstrom Product Group, Women's Specialized | Print Designer

November 2009 - May 2010

Designed custom prints, jacquards, and yarn dyes based on seasonal color, trend, and theme for At Home, Sleepwear, Daywear, and Activewear. Partnered very closely with overseas and domestic vendors to achieve great results in production for on-time deliveries.

Oh Joy! blog | Contributor

February 2010 - Present

Researched trends and composed weekly layouts for a well-read design, fashion, and food blog.

Bright Innovation | Freelance Designer

August - October 2008

Remotely collaborated with design team to create several unique patterns and provide general design assistance.

Pacific Trade Intl, Chesapeake Bay Candle | Sales Coordinator

January - May 2009

Marketed and merchandised on-trend home fragrance collections for Target. Directed designers in the strategic development and execution of packaging and marketing initiatives. Worked extensively with sourcing teams and factories in China and Vietnam to ensure on-time delivery of samples.

Pacific Trade Intl, Blissliving Home | Assistant Textile Designer

April 2008 - January 2009

Developed a strong brand identity through design of textiles, small furniture, and packaged candles. Created brand-right promotional materials: mass email campaigns, catalogs, and wholesale collateral. Maintained e-commerce website. Assisted in photoshoot planning, styling, and execution.

Pacific Trade Intl, Chesapeake Bay Candle | Assistant Packaging Designer

July 2007 - April 2008

Designed trend-specific packaging for several collections at Target. Traveled to various trade shows to forecast trends for product development. Worked extensively with the sourcing department to gain technical knowledge of manufacturing techniques and guidelines. Executed technical drawings.

EDUCATION

Carnegie Mellon University | BFA with College Honors, 2007

Industrial Design, minor in Photography & Digital Imaging

Dean's List: Fall 2004, Spring 2004, Fall 2006

2006 International Design Workshop | Runner-Up Finalist

National Cheng Kung University, Tainan City, Taiwan

May - June 2006

As a chosen representation of Carnegie Mellon's Design program, rapidly developed a multicultural tea experience with local students.

Proficiencies

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Bridge

NedGraphics Color Reduction

NedGraphics Design & Repeat

NedGraphics Easy Coloring

NedGraphics Easy Weave

Rhino

SolidWorks

Microsoft Office Suite

Pastimes

filling my passport

eating good cheese

rock climbing

patterns and colors

people-watching

1808 Bellevue Ave #512, Seattle WA 98122

joannahawley.com | 301.514.7823 | j.m.hawley@gmail.com