

# ALI WIGART

## EXPERIENCE

### BONKS®

Founder/CEO (2020-Current)

- Designer and developer of a women's personal care company focused on clean care, "down there".
- Responsible for all aspects of business and creative direction including branding, ecomm, collateral, importing, testing & compliance and logistics.
- Skilled in both DTC and wholesale account maintenance, including Shopify and EDI fulfillment.
- Manage retailer and sales channels including DTC, Amazon, Francesca's & Macys.com

### PERIROSE

Co-Founder (2020-2023)

- Eco line of DTC womens tees, hyperlocally sourced & manufactured in Los Angeles and made from US-grown pima cotton.
- Handle all aspects of physical development including sourcing, designing, wash, & fit as well as website creation/maintenance.

### APEX GLOBAL BRANDS (née, CHEROKEE)

Womens & Girls Designer, Freelance (2023)

Womens Designer (2017 - 2019)

Womens Jr Designer (2015 - 2017)

- Design lead for the womens division for the Cherokee, Walmart China & Everyday California brands as well as the lead for Hawk Girls.
- Research, develop & design seasonal ranges for 3 distinct brands for a myriad of categories including denim, knit/woven tops, dresses, outerwear, active, swim & sleep.
- Create seasonal design booklets consisting of trend forecasting, color, styling, and print/graphic direction distributed to retailers and licensees.
- Study cultural nuances & trends for overseas markets.
- Manage overseas factories & mills regarding design development, sourcing, lab dips, fabric approval and print commentary.
- Maintain dueling calendars & design aesthetics for unique brands with differing pricepoints, styling, seasons and demographics.

### SPLENDID / ELLA MOSS

Associate Designer (2015) - Soft & Hard Wovens

Assistant Designer (2011 - 2014)

- Member of a 2-person design team developing 45+ styles per delivery, concentrating in wovens, outerwear & novelty knits for both brands.
- Lead on the Splendid shirting category.
- Created original prints, fabrics & spec pages for woven & knits.
- Played a lead role in designing & growing the Splendid Indigo Collection, a multi-season capsule using indigo dyed knits & wovens which grossed more than \$3.5 million in revenue in it's first 3 deliveries.
- Day-to-day responsibilities of sketching, lab dips, ordering trims, fit notes, tracking styles, BOM/tech pack maintenance & line sheets.

### 1645 RESTAURANT GROUP

Brand Manager (2020-Current)

- Responsible for all branded content including menus marketing materials, handbooks, and merch design
- Completely redesigned company logo and branded materials for Fat Cat Bar & Grill and Fat Cat Kitchen
- Create to spec advertisements for digital and physical media including magazines, newspapers & billboards

## EDUCATION

### UNIVERSITY OF WISCONSIN - MADISON

BA, Film/Television (2002-2006)

### FIDM

AA, Product Development (2009-2011)

- Valedictorian candidate

## SKILLS

- Sketching ~~proportionate~~ flats with detailed fills.
- Adobe platforms such as Illustrator & Photoshop.
- Tech fittings (knits & wovens)
- ~~Full Circle~~ & BOM building.
- Creating original prints/graphics, repeats & artwork as well as art spec sheets.
- Understanding of ~~dye processes~~ & fabric treatments
- Strong connections with domestic and international factories, print houses, trim vendors & mills.
- ~~Expert wordsmith~~.
- Styling, merchandising & trend forecasting.
- Active experience with EDI and ecomm platforms
- Design POS product displays and ~~packaging~~.
- Startup junky with a scrappy ability to get the job done on a tight budget.

## ME, ME, ME

- Mom to Romy (4) and Rex (3) and dog Ziggy (8).
- I've lived & worked abroad and have travelled throughout Europe, Asia, Australia & NZ.
- 3rd generation Angeleno.
- I'm incredibly handy.
- Began my career in television production.
- In my freetime I like to be... skiing with my husband, being outdoors, watching movies, antiques, and building my entrepreneurial side hustles.
- Advocate for womens reproductive rights, underserved children, dog rescue & affordable care.