*JASMINE GONZALES*

DESIGN | PRODUCT DEVELOPMENT | PROJECT MANAGEMENT

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657.275.5056

EDUCATION

New School University  
Fashion Institute of Design and Merchandising  
University of California, Riverside

SKILLS

Exceptional design & organizational skills

Detail oriented

Critical and Creative thinker

Keen eye for Design and Trends

Train and lead design & product development teams

Proficient in Microsoft Word, PowerPoint, Outlook,

ERP data management systems- Apprise, NetSuite, Salsify, WebPDM, SAP

Extensive knowledge of Ecommerce and SEO applications, Digital marketing and Creative copywriting skills

Advanced Excel - Formulas, Vlookup, Pivot Tables

Adobe Photoshop and Adobe Illustrator

Canon digital photography/video

Epson and Canon large scale printing

Proven written and verbal communication skills,

Type:55-60 WPM

Office administrative management- accounting, quickbooks, clerical duties

Exceptional customer service and interpersonal skills

Platforms: Wix, Shopify, Square Space, Weebly,

Zoom, YouTube, Instagram, Facebook, LinkedIn,

Twitter, Snapchat, Pinterest,

Slack, Eventbrite, Asana, Click-up

Proficient in all Google G Suite applications

Proficient in the Kaizen method

MOTTO

Strive to be your best self

EXPERIENCE

**HOME ORGANIZERS INC. - CLOSET WORLD/CLOSETS BY DESIGN *(City of Industry, CA)***

June 2019 - Present

Design Manager/Corporate Trainer

~ Train and lead all sales designers across two brands

~ Manage all design projects for multiple clients

~ Maintain all designer training materials and

ensured new designer onboarding process ran smoothly.

~ Travel to all locations to hire & train new sales designers.

**EVOLUTION LIGHTING LLC *(Pembroke Pines, FL)***

February 2014 - December 2018

Assistant Product Development Manager

~Managed multiple projects across business units for major Retailers such as Amazon, Wayfair,

Nordstrom, Bloomingdales, Walmart, Rona, Bed Bath and Beyond, Home Depot, Ace

Hardware, Fred Meyer, and military channels.

~Owner of product lifecycle process from initial concept to final stages.

~Developed award winning presentations through the use of Adobe Photoshop/Illustrator and

Powerpoint applications.

~Traveled overseas to meet with strategic business partners, investigate new vendor resources,

finalize negotiations, and ensure quality requirements were met.

~Extensive research and analysis of competitive intelligence while attending domestic and

overseas trade shows across international markets.

~Supported executive and IT team to develop winning strategies and gain maximum sales with

all accounts offering innovative, technology driven products.

~Managed ERP data management system of all product specifications, sales/margin analysis,

purchasing and shipment history.

~Collaborated with IT team to create easy process flow systems to better integrate data among

cross functional teams throughout the use of API, Microsoft.NET framework, and EDI solutions.

~Increased Walmart sales by $1.5 million dollars for 2015 by securing several new products into

their assortment.

~Increased Ace Hardware, Fred Meyer, and military account sales by $250,000 year over year

by securing several new products into their assortment.

**VALLEY FORGE FABRICS *(Fort Lauderdale, FL)***

March 2011-December 2013

**Design Associate**

~Attracted new and existing clients by offering award winning strategies and presenting

innovative design solutions.

~Managed the product development process from inception to final stages of production.

**Production Associate**

~Key liaison with all overseas and domestic vendors to help deliver exceptional quality

products.

~Lead extensive research for new sourcing avenues to help meet company goals.

~Owner of all product technical specifications by maintaining record accuracy and data integrity.

~Worked in conjunction with Quality Assurance team to ensure product standards were met.

~Spearheaded billion dollar projects for major hotels such as Crown Plaza, Hilton, Ramada Inn,

Omni Hotels, Bellagio and MGM Hotels, W Hotels, Holiday Inn, La Quinta, and Choice hotels.

**COSABELLA *(Miami, FL)***

July 2009-August 2010

Product Development/Design Associate

~Direct liaison with all overseas vendors in Italy, Peru, Hong Kong, and Colombia.

~Lead product development lifecycle through ongoing collaboration with executive and design

teams while adhering to a strict seasonal calendar.

~Created innovative trend forward presentations for each market to meet client demands.

**PERRY ELLIS INTERNATIONAL *(New York, NY)***

August 2008- May 2009

Senior Product Coordinator

~Direct liaison with all internal team members & vendors in Hong Kong, Beijing, Shanghai,

Korea, Vietnam, and India.

~Responsible for all communication and documentation of product specifications.

~Managed the product development life cycle, by initiating the activities of key team members

and monitoring the process from inception to completion.

**LAUNDRY BY SHELLI SEGAL *(New York, NY)***

January 2006 – Aug. 2008

Merchandiser

~Ensured all margin goals were met by analyzing data, identifying gaps, addressing cost issues,

and suggesting retail targets.

~Expert in PLM, Web PDM, and AS400 systems to collect data.

~Analyzed sales history to present forecast units to executive team.

~Generated excel reports reflecting all product information, margins, forecast units, annual

sales history, and purchase order history to plan for future product development goals.

~Managed weekly progress meetings amongst Key internal teams to ensure milestones were

met.

~Surpassed sales goal expectations for specific category accounting for 70% of overall

business.