Tessa McManus

TEAM LEADER AND APPAREL DESIGNER

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📍 Boston, MA

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SKILLS

Leader

Trend Forecasting & Analysis

Apparel Design

Technical Construction

Budgeting

Improving Efficiency

Strong Presentation Skills

Creative

Energetic

Collaborative

LEADERSHIP

WOMEN'S EMPLOYEE
RESOURCE GROUP
PUMA
Founder and Finance Chair
2021 - 2023

INTERNATIONAL
LEADERSHIP PROGRAM
PUMA
2019 - 2020

PROFESSIONAL PROFILE

Creative, resourceful, and enthusiastic Director of apparel with 20 years of experience leading design teams and driving global product direction in running and training. Expert in silhouette, fit, fabrication, construction, trends, consumer insights, and the full product creation cycle. Skilled at managing multiple seasons in fast-paced environments, building cross-functional relationships, and delivering profitable results. Currently managing a $200M business across 332 seasonal styles. Adaptable, decisive, and committed to personal and team growth.

EXPERIENCE

PUMA

Global Director, Running & Training — Boston, MA | 2024–Present

- Set and lead the global creative vision for Running and Training apparel, aligning seasonal and long-range strategies with brand, consumer, and commercial objectives
- Direct a global, cross-regional design organization, focusing on leadership development, succession planning, and long-term capability building
- Govern multi-category creative direction across apparel, footwear, and accessories to ensure cohesive global storytelling and brand consistency
- Approve seasonal color and material strategies, balancing performance innovation, sustainability priorities, and market differentiation
- Partner with senior Product, Merchandising, Materials, and Sourcing leadership to drive product architecture, article efficiency, and margin optimization
- Lead innovation and trend foresight, translating consumer and market insights into long-term category growth opportunities
- Provide executive oversight of the end-to-end product creation process, ensuring scalable execution, quality, and on-time delivery
- Serve as Design representative in global executive forums, Asia factory partnerships, and HQ leadership meetings
- Champion organizational stability and momentum through periods of change by fostering clear communication, trust, and accountability

Global Team Head, Running & Training — Boston, MA | 2019–2024

- Led the global Running and Training apparel category, ensuring brand authenticity, consumer relevance, and strong seasonal execution
- Managed and developed a team of apparel and graphic designers, guiding creative output and day-to-day execution across seasons
- Contributed to annual global creative direction and translated it into compelling seasonal apparel assortments
- Partnered with Materials and Color teams to define seasonal fabric and color direction aligned with performance and sustainability goals
- Drove trend research and market analysis to identify product gaps and inform category growth strategies
- Collaborated cross-functionally on global adoption, article efficiency, and margin targets
- Oversaw the design team throughout the product creation process, supporting talent growth and performance development

EXPERIENCE continued

Senior Designer, Running & Training — Boston, MA | 2017–2019

- Designed Men's and Women's Running and Training apparel, including elite on-track and field kits worn by Puma athletes
- Owned seasonal assortments from concept through execution, ensuring market-right, profitable product aligned with financial targets
- Conducted global trend, fabric, and innovation research to inform seasonal design direction
- Partnered with Materials and Development teams to select brand-appropriate fabrics and trims within cost targets
- Worked closely with Product Development to guide fit, silhouette, and construction through sampling and prototyping
- Managed multiple direct reports while supporting process improvements across cross-functional teams

Designer II, Regional Creation Center — Boston, MA | 2013–2017

- Lead designer for U.S. "Made for Outlet" apparel across Training and Wholesale channels
- Designed region-specific product for North American accounts including TJ Maxx, Marshalls, Kohl's, JCPenney, and Costco
- Executed design concepts across multiple price points while maintaining brand integrity
- Led fittings and collaborated with vendors to ensure fit, construction, and design intent
- Created a consistent seasonal design language across sport- and fashion-driven projects
- Managed technical documentation and seasonal updates within PRM systems
- Mentored seasonal design interns, supporting early-career development and confidence-building

J.JILL

Designer — Quincy, MA | 2006-2013

- Designed and managed outerwear, blouses, knit and woven dresses categories with large SKU counts
- Researched and collaborated with design director and design team to identify and forecast market trends
- Selected and developed seasonal materials and trims
- Adapted seasonal design concepts from initial development stages to production
- Attended all design hand offs for product category
- Updated all art and design details in tech packs on J.Jill PLM systems daily
- Attended all technical fit sessions on live model and mannequin
- Corresponded with oversea counterparts and sourcing team to ensure product integrity and design aesthetic
- Partner with cross-functional teams to deliver merchandise that fits costing parameters and consumer profile
- Illustrated and created all embroidered artwork on garments
- Managed assistant designer