



# Tessa McManus

APPAREL DESIGNER & TEAM LEADER



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Boston, MA



[www.tessamcmanus.com](http://www.tessamcmanus.com)

## 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 - Present

INTERNATIONAL

LEADERSHIP PROGRAM

PUMA

2019 - 2020

## PROFESSIONAL PROFILE

Creative, resourceful, and enthusiastic professional with 15 years in the apparel industry and a strong track record in building and managing design teams. Leads by example with a positive and collaborative approach. Expert knowledge of silhouette, fit, fabrication, and construction as well as trends, consumer insights, and the product creation cycle. Ability to work in a fast-paced environment, manage multiple seasons at once, and build cross-functional relationships to get the best results. Adaptable, decisive, and committed to personal and professional growth—as well as the team's growth and well-being.

## EXPERIENCE

### PUMA

Global Team Head Running and Training

Boston, MA | 2019 - Present

- Oversee Running and Training apparel design categories and manage, lead, and inspire a team of apparel and graphic designers to ensure brand authenticity and consumer relevancy
- Contribute to annual, global, multi-category creative direction for apparel, footwear, and accessories then implement into seasonal apparel offering
- Participate in color palette creation, ensuring color assortment complements the global creative direction and is visually enticing to consumer
- Partner with materials team to identify seasonal fabric direction with a focus on sport performance, sustainability, and design aesthetics
- Proactively research and stay ahead of trends, and use them to help identify gaps in the product creation process and develop a plan for growth or correction
- Partner across business on global adoptions, article efficiency, and overall margin
- Represent team during Asia factory visits and Merchandising and Sales meetings at German headquarters to ensure product integrity and overall team vision
- Organize and oversee design team throughout product creation process, and continually identify opportunities for talent, growth, and development

### PUMA

Senior Designer

Boston, MA | 2017 - 2019

- Designed Men's and Women's Running and Training product, including on track and field training kits worn by Puma athletes
- Accountable for building profitable, market right product that was in line with the company's financial targets
- Researched global markets to identify new trends, fabrics, and techniques
- Met with material and trim vendors to select trend and brand appropriate qualities withing price point objectives
- Managed seasonal design assortments from concept to completion building upon line plans, mood boards, and CAD sketches
- Worked closely with the product development team in facilitating style, fit, and silhouette direction for sampling and prototyping
- Partnered with cross-functional managers to improve process efficiency
- Managed multiple direct reports



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## PROGRAMS

Adobe Illustrator  
Adobe Photoshop  
Adobe Acrobat  
Microsoft Office Suite  
Proficient on both mac and  
Windows platforms  
3D Design – Browzwear (minimal)

## EDUCATION

BACHELOR OF SCIENCE  
Fashion Design and Production  
Lasell College  
2002 – 2006

STUDY ABROAD PROGRAM  
American InterContinental  
University  
2004

## EXPERIENCE continued

### PUMA

Designer II Regional Creation Center

Boston, MA | 2013 - 2017

- Lead designer for U.S. “Made for Outlet” apparel, Training, and Wholesale Business
- Designed specific needs for the regional price point accounts in North America including TJ Maxx, Marshalls, Kohls, JC Penny and Costco.
- Fit proto samples on model to discuss fit, construction, and ensure design intent
- Created a unified design voice and language for future seasons, designing versatile product while alternating between sport- and fashion-driven projects
- Communicated with vendors and cross functional team members
- Entered and updated design information and tech packs in PRM system
- Mentored seasonal design interns and ensured each student left the program with confidence to succeed

### J.JILL

Designer (management role)

Associate Designer

Assistant 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 on a daily basis
- 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