

# Monica Lira Product Design Director | Brand Strategist

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Link to Portfolio : <https://www.monica-lira.com/>

## Professional Summary

Strategic Design Director with 20+ years of experience leading cross-functional teams to deliver high-performing home and lifestyle products. Expert in translating brand identities for global licenses into commercially successful collections for major national retailers. Proven track record in full-lifecycle product development, from trend forecasting and technical CAD rendering to global sourcing and production in both artisanal hand-made goods to mass-market production.

## Core Competencies

- **Design Leadership:** Brand Management, Creative Direction, Multi-category Product Development.
  - **Technical Design:** Tech Packs, 2D/3D Rendering, Textile/Print Design, Color Theory.
  - **Strategic Sourcing:** Cost Engineering, Global Vendor Management, Material Innovation.
  - **Tools:** Adobe Creative Suite (Expert), SolidWorks, SketchUp, Google Workspace.
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## Professional Experience

### Pem America | New York, NY

*Design Director / Brand Manager* | 2014 – PRESENT

- **Key Account Management:** Lead design and development for major national retail accounts, including **Macy's, Dillards, Burlington, Meijer, Belk, Bealls, and Boscov's**, tailoring product assortments to meet specific customer demographics and price points.
- **Brand Stewardship:** Lead design for high-profile partners including **Cannon, London Fog, Frye, Scout, Christian Siriano, FUBU** and **Crayola**, maintaining strict brand integrity across all product tiers.
- **Technical Oversight:** Produce comprehensive design packages (technical specs, artwork, and concept references) to streamline global sampling and production.
- **Operational Partnership:** Collaborate with sales, buying and sourcing teams to engineer presentations and products that meet cost-viability targets without compromising design aesthetics.

### E&E Co, Ltd / JLA Home | New York, NY

*Senior Designer* | 2006 – 2014

- **Market Expansion:** Orchestrated the launch of the **Natori Home Collection** into hard goods and accent furniture, successfully placing products in **Bloomingdale's, Neiman Marcus, and Saks Fifth Avenue**.
- **Creative Direction:** Led the design of Soft Goods, Window, Tabletop, and Furniture, managing the process from initial 2D/3D CAD rendering to final production.
- **Lifestyle Branding:** Developed full-line extensions for major lifestyle brands, translating fashion-forward concepts into home textiles and embroidery designs.

## **Sunham Home Fashions | New York, NY**

*Designer* | 2003 – 2006

- **Product Innovation:** Specialized in the creation and development of **hand-made pieced quilts**, blending traditional craftsmanship with modern market appeal.
- **Artistic Development:** Illustrated original artwork and intricate embroidery designs for seasonal textile collections.
- **Technical Execution:** Created detailed technical specifications for global factories to ensure precision in sampling and large-scale production.

## **Education**

**Parsons School of Design | New York, NY** Product Design *Concentration in Furniture and Ceramics*

## **Technical Skills & Languages**

- **Prototyping:** Woodworking, Leather Working, Model Making, Ceramics, Textile Development.
- **Languages:** English (Fluent), Spanish (Native).