

Monica Lira | Product Designer

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EXPERIENCE

Pem America, New York, NY - *Brand Manager/Senior Designer*

2014 - PRESENT

- Lead design and development for brands including Crayola, Scout, Fubu, London Fog, Daisy Fuentes, and Christian Siriano.
- Create and execute the vision of the licensing partners while maintaining the brand identity and overall business strategy.
- Create design packages containing technical specifications, artwork, and concept reference for sampling and production.
- Partner with sourcing teams to develop fabrics and techniques ensuring product is cost viable and feasible for production.
- Research and identify key market trends for inspiration and product opportunities, identify key color trends and develop seasonal color palettes.
- Manage design projects through communication with global license partners to ensure concepts are understood, key deadlines met and that each design is on-brand.
- Design from initial sketch through final production utilizing Illustrator and Photoshop.

E&E Co, Ltd/JLA Home, New York, NY - *Senior Designer*

2006 - 2014

- Led design and development for Natori Luxury Home (Soft Goods, Home Accents, Window, Tabletop and Furniture).
- Launched the expansion of Natori Home Collection into Hard Goods and Accent Furniture for the luxury market (Bloomingdales, Neiman Marcus, Saks 5th Avenue, Horchow).
- Managed core design processes (such as concept development, trend, research, print and embroidery designs, 2d and 3d CAD rendering and production prep) around the development of full lines for major lifestyle brands extending into home fashions.
- Created designs for all private labels and other licenses across different price points and categories.

Sunham Home Fashions, New York, NY - *Designer*

2003 - 2006

EDUCATION

Parson School of Design, New York, Ny - *Product Design*

1999- 2003 Concentration in Furniture and Ceramics

Skills

Computer Skills: Photoshop and Illustrator, Quark express, Solid works, Vellum, Google Sketchup

Prototype Skills: Woodworking, Model making, Ceramics

Additional Languages: Spanish