



AUDREY MICHAELIS

314.229.0281 

audreymichaelis@outlook.com 

<https://www.linkedin.com/in/audreydm> 

Over 17 years' experience designing and developing product for well-known American retailers.

8+ years experience as a fashion educator with broad competencies in instruction and curriculum development.

An inspired educator with a 'real world' approach to learning; ensuring students not only understand definitions and theory, but the practical application of concepts.

Managed classroom environment, providing learner-centered educational opportunities that utilize industry experience, enabling graduates to fulfill needs in the evolving marketplace.

FASHION PROFESSIONAL

EDUCATION

Kansas State University
BS Apparel & Textiles – Design
1999

TECHNICAL SKILLS

Microsoft Office Suite
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Gerber Yunique PLM
Gerber PDM
Lectra Kaledo
Lectra Modaris

EXPERIENCE education

Developed and coached students pursuing careers in the fashion industry. Promoted student success by incorporating technology based coursework and industry application of course materials.

Instructed and mentored students on all aspects of the design process - initial concepts, research, trend analysis, critical thinking, creative exploration, material knowledge, editing and professional presentation skills.

Emphasized current practices of the fashion industry through use of guest speakers, demonstrations, lectures, and field trips.

Developed course materials for use in face to face and online learning environments; from initial project concepts to weekly assignments. Created lessons, study materials and handouts as well as detailed assessment materials and course evaluation tools.

Attended faculty meetings, participated in advisory board committees, and assisted with annual student fashion show.

JOHNSON COUNTY COMMUNITY COLLEGE, Overland Park, KS

Adjunct Professor Fashion Merchandising & Design,
2009 – Present

FASH122 Aesthetics for Merchandising and Design
FASH123 Apparel Construction I
FASH124 Apparel Construction II
FASH180 Introduction to Draping
FASH190 Apparel Fit, Alterations and Analysis
FASH255 Specification Technology
FASH275 Fashion Portfolio Development

ART INSTITUE INTERNATIONAL, Lenexa, KS

Professor Fashion Design, 2015-2016

FADA233 Draping for Design
FADA310 Knitwear

EXPERIENCE industry

BELL JAR STUDIO, Overland Park, KS

Freelance Fashion Product Development, 2007 - Present

Designed textile artwork creating original prints, color combinations, and defining repeats for production.

Created product for Men's, Women's, Children's and Infant Markets.

Developed detailed product specifications and technical sketches. Provided consultation on fabric, quality, fit and construction analysis

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REFERENCES

STEVE VENNE, CEC, MAEd

Associate Dean of Academic Affairs
Art Institute International
svenne@aii.edu
913.217.4620

JOAN MCCRILLIS LAFFERTY

Former Department Chair
JCCC Fashion Merchandising and Design
913.558.0470

TOM WALKO

Design Director ▪ Women's Sportswear
Carlisle-Etcetera -New York City, NY
twalko@mac.com
917.592.2736 or 201.918.6070

LAURA GALANDO

Senior Designer
Nordstrom Product Group, Seattle, WA
laura.galando@gmail.com
laura.galando@nordstrom.com
206.373.5443

STEPHEN DONNELLY

Senior Vice President ▪ Merchandising
WePower Shopping, New York City, NY
StephenDonnelly2@aol.com
973.568.2134 or 646.286.7911

MAY-FEDERATED, Saint Louis, Mo

Designer ▪ Better Sportswear Sweaters/Knits, 2002-2007

Designed Casual and Tailored Collection apparel growing total annual revenue to over \$80MM. Expanded product line, upgraded materials and developed branding consistent with corporate message. Increased annual Gross Margin by more than 7 %.

Effectively trained, supervised and provided creative direction for Assistant Designers.

Researched market: sourced materials and interpreted trends for use in Import programs. Partnered closely with merchant team and buyers to create an innovative salable product line.

Two-time recipient of 'Outstanding Executive Award' for 4th Quarter sales performance.

Developed all technical specifications for garment construction and analyzed appropriate fit for target consumer.

Traveled internationally 3+ times per year to conduct research, negotiate with vendors and follow up on current product development. Worked with sourcing Channels in Hong Kong, Taipei and Seoul.

EDDIE BAUER INC. Seattle, WA

1999-2002

Associate Designer (2001-2002) ▪ Better Sportswear Sweaters

Designed and coordinated apparel product for specialty retail and direct catalog businesses implementing and optimizing brand standards and creative direction.

Utilized CAD software to design original artwork for production. Trained associates on CAD technologies and creation of seasonal presentation guides.

Implemented market research studies to identify customer needs and new product potential in the market resulting in increased sales performance.

Assistant Designer (1999-2001) ▪ Better Sportswear Sweaters

Quickly promoted to associate level by demonstrating an ability to quickly learn processes and master use of new technologies.

Researched seasonal trends in color, styling, yarn and fabrication. Conducted market research by competitively shopping stores, reviewing magazines and trend reports to inject appropriate balance of fashion and salability into assortment.

Proven ability to immediately grasp ideas and effectively execute initial concepts into detailed and thorough specification packages.