

JESSICA BENSON

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EXPERIENCE

iWorld LLC: Product Designer

March 2023 - Present

JUNIOR | SOCKS, HOISESRY, & INTIMATES

- Promoted to new Socks & HSY Division, learning the fabric production process and designing new patterns on the fly
- Delivering innovative and timely designs, consistently meeting deadlines, and directly contributing to the sales of the Socks & HSY Division
- Working closely with the sales team, supporting them to secure agreements with major retailers such as Nordstrom, DSW, TJ Maxx, Shoe Show, Costco, Ross, and Burlington
- Consistently trusted with last-minute, high-priority projects, delivering impactful presentations that drive client engagement and generate product sales
- Communicating directly with factories to address and resolve production issues, maintaining schedules production timelines
- Creating sell sheets, CADs, and factory files for hard and soft goods, including packaging

ASSOCIATE | OUTDOOR ENTERTAINING, FITNESS & GAMES

- Designed concepts for new products using Adobe Illustrator, Photoshop, and Fusion 360, for off-price retailers
- Collaborated with major off-price and mass-market retailers to develop private-label and licensed brand products, aligning designs with market trends and retailer objectives
- Outlined product design strategies and brand guidelines for new brands, partnering with the design and development teams to create new products
- Gained expertise in Bamboo Rose by entering styles for buyers like Five Below, ensuring accuracy and responsiveness to client requests
- Provided in-person and remote training to entry-level designers on using Adobe, creating factory files for hard and soft goods, and developing files that supported the production process

Horizon Group USA: Product Designer & Developer | Impulse Products

June 2021 - February 2023

- Create a high volume of new products in plastic, glass, metal, and wood for Target and Walmart, retailing for \$5 or less
- Over 80% of products have sold, exceeding retailers expectation by 30%
- Research, conceptualize, and create CAD models using SOLIDWORKS for Adult and Children
- Established a completely new position on the team for a product developer/product design, helping to lay the foundation for 3D design
- Curate trend boards based on trend forecasting insights. Innovate product lines based on these trend boards to present to clients
- Implement new methods to create products with up-to-date design and manufacturing processes, introducing injection molding and CNC

EDUCATION

Savannah College of Art & Design (SCAD)

B.F.A in Industrial Design

- Minor: Business Management and Entrepreneurship
- Class of 2021, Cum Laude
- Dean's List: 2018-2021

CREATIVE SKILLS

- Concept Development
- CAD
- 3D Skills
- Realistic Rendering
- Rapid Ideation
- Fashion Illustration
- Packaging Design
- Factory Files
- Hand Sketching
- Rapid Prototyping

RESEARCH

- Market Analysis
- Trend Forecasting
- Design Strategy
- Material Sourcing

CRITICAL THINKING

- Creative Problem Solving
- Brand Development
- Collaboration
- Detail Oriented
- Time management
- Designer
- Packaging Design
- Product Development

SOFTWARES

- Adobe Suite
- Figma
- SOLIDWORKS
- Keyshot
- Fusion 360
- Miro
- Rhinoceros3D
- Bamboo Rose

COLLABORATIONS

iWorld LLC (present)

- Umbro
- Sperry
- Bala
- Badgley Mischka
- House of Harlow
- Sincerely Jules
- Five Below

Horizon Group USA

- Target

SCAD

- AMC Theatres
- Coca-Cola Company
- BARK