

Sara Coon

WWW.COLOURNERD.COM

Product & Fashion Designer

CONTACT

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PROFILE

Hello! I'm Sara, an experienced creative director with a robust history of working in the apparel and fashion industries. To broaden my knowledge of design, in 2016 I completed an immersion UX design program at General Assembly. What I learned from General Assembly combined with my expertise in the fashion industry lead me to create Build & Company. Becoming an entrepreneur has taught me more skills than I would ever have been able to learn on a job site or in the classroom.

EXPERIENCE

CREATIVE CONSULTANT- FREELANCE | JULY 2020 - PRESENT

MGM Studios

Creative consultant for MGM Studios consumer product division in Licensed Goods. Currently, working on mood and trend direction for a long term franchise. This guide is to reach a broad audience and various distribution channels.

CREATIVE DIRECTOR/ FOUNDER | JUNE 2016 - PRESENT

BUILD & COMPANY

Build & Company empowers you to become the designer, build for your needs, and inspire others around you. The concept is simple. DESIGN what fits into your lifestyle and ascetic. BUILD and change your style just as life does using a modular format. INSPIRE the community with your values by creating handbags from 90% sustainable materials, upcycled fabrics, and one of a kind pieces of art.

PRODUCT DESIGNER- FREELANCE | APRIL 2016 - MAY 2016

AMERICA LEARNS

Worked with a team to create a time sheets app for America Learns. America Learns helps non-profit organizations to manage time sheets, funding, and on-boarding materials. Our team took the desktop version of America Learns time sheet and created a mobile app for their volunteers to use daily. This solved two problems for the users by making it easier for the volunteers to understand how to fill out their time sheets correctly and cutting down the time it took them to fill out the time sheets. This solution aligned with the business goal to improve correctness of time sheets so each company would get funding easier and have fewer audits from the government.

KID'S DESIGN MANAGER | JULY 2012 - MARCH 2016

MATTEL

Led pitch trend visions for all Mattel brands for specialty retailers (Walmart, Buy Buy Baby, Justice, Claire's, Forever 21, Keds etc.). Pitched seasonal to year-long programs to retailers including trend and mood boards, color palettes, graphics, prints, fabrication direction and vision. Traveled with sales and marketing teams to retail and licensees offices to present creative concepts.

EDUCATION

GENERAL ASSEMBLY

User Experience Design Immersive
May 2016

Otis College of Art and Design

BFA in Fashion Design
May 2006

SOCIAL

 colour_nerd

 Sara Coon

 buildandcompany

 www.buildandcompany.com

SKILLS

PROFESSIONAL

Fashion Designer	Team Management
Trend Research	Branding
Infographics	Color Palettes
UX Design	UI Design
User Research	Prototyping
Textile Science	Styling

TOOLS

Mac	Illustrator
Photoshop	Expreince Design
InDesign	Invision
Keynote	Apptourage
Pop App	
Hand & CAD Illustration	