

Nontra Null

PRODUCT DESIGN

Contact

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Education

THE SAVANNAH COLLEGE OF ART & DESIGN

Savannah, Georgia
Bachelor of Fine Arts
Fashion Design
2002-2006

Summa Cum Laude

Dean's List

Class of 2006 Valedictorian

THE PRATT INSTITUTE

Brooklyn, New York
Summer Pre-College Program
Fashion Design
2001

Skills

- ADOBE ILLUSTRATOR
- ADOBE PHOTOSHOP
- ADOBE ACROBAT
- PROCREATE
- MICROSOFT OFFICE
- GARMENT CONSTRUCTION
- GRAPHIC DESIGN
- PRINT & PATTERN DESIGN
- ILLUSTRATION
- KNOWLEDGE OF FABRICS & TRIMS
- ART TECHNIQUES & EXECUTION
- PRODUCT LIFECYCLE MANAGEMENT
- STRONG WRITING SKILLS
- FLUENT IN ENGLISH AND THAI,
SOME FRENCH

About Me

I HAVE ALWAYS HAD A LOVE FOR CLOTHING AND ACCESSORIES AND BELIEVE THAT IF YOU CAN'T FIND THAT PERFECT ITEM YOU'RE LOOKING FOR, THEN YOU SHOULD CREATE IT! I AM PASSIONATE ABOUT THE PRODUCTS I WORK ON AND IT SHOWS IN EVERYTHING I CREATE. AS A MOM OF 3, MY EYE FOR PRODUCT KNOWS NO LIMITS- ADULT, KIDS, BABY. I'VE WORKED ON IT ALL! I AM A DRIVEN, ENTHUSIASTIC, AND CREATIVE FORWARD-THINKER. I THRIVE IN A FAST-PACED TEAM ENVIRONMENT AND AM ALWAYS UP FOR A NEW CHALLENGE- AIMING TO PUSH INNOVATION IN DESIGNS. I HAVE AN EVER-PRESENT POSITIVE ATTITUDE, CONFIDENCE IN MY ABILITIES, AND AN APPROACHABLE-YET-DIRECT AND DECISIVE LEADERSHIP STYLE. WHILE I HAVE 15+ YEARS OF EXPERIENCE IN PRODUCT DEVELOPMENT, THERE IS ALWAYS MORE TO LEARN AND I STRIVE TO BE A KEY DRIVER IN EVOLVING PROCESS AND DRIVING RESULTS.

Work Experience

SENIOR MANAGER, PRODUCT DESIGN

The Walt Disney Company | Glendale, CA | Present

LEAD VERTICAL PRODUCT DESIGN & DEVELOPMENT OF OWNED & OPERATED APPAREL AND BEAUTY FOR ADULTS AND YOUTH FOR THE PIPPA (PRINCESS, PIXAR, PARKS, AND ANIMATION) BRAND PILLAR. MANAGE A TEAM OF 5 DESIGNERS.

- WORK CLOSELY WITH BRAND MERCHANTS TO SET STRATEGY AND ASSORTMENT PLAN FOR EACH SEASON
- COLLABORATE WITH DISNEY CREATIVE GROUP TO ENSURE RELEVANT, ON-TREND STYLE GUIDE DEVELOPMENT
- DRIVE VISION AND PRODUCT DIRECTION FOR VARIOUS GUEST SEGMENTS THAT ARE BRAND-APPROPRIATE
- PRESENTATIONS OF THE COLLECTION TO SVPS AT QUARTERLY MILESTONE MEETINGS
- ENSURE TEAM STAYS ON-TASK AT MEETING KEY MILESTONES AND DEADLINES TO MEET PRODUCTION
- WORK WITH OUTSIDE VENDORS AND COLLABORATE WITH BRANDS/INFLUENCERS ON KEY COLLECTIONS

MANAGER, PRODUCT DESIGN

The Walt Disney Company | Glendale, CA | 2014-2021

LEAD VERTICAL PRODUCT DEVELOPMENT FOR SOFTLINES INCLUDING APPAREL, ACCESSORIES, SLEEPWEAR, AND SWIMWEAR FOR YOUTH, ADULT, AND FAMILY. MANAGED A TEAM OF UP TO 4 CAST MEMBERS.

- WORKED ON DIFFERENT FRANCHISES ACROSS THE WALT DISNEY COMPANY INCLUDING LUCAS AND MARVEL WITH A FOCUS ON NEW SYNERGIES AND FILMS
- DRIVE CREATIVE DIRECTION BY IDENTIFYING FORWARD, FRANCHISE-RELEVANT TREND AND BUILDING POINT-OF-VIEW BOARDS AND CREATIVE BRIEFS FOR EACH SEASON; TREND RESEARCH INCLUDED TRAVEL
- WORK WITH DESIGN DIRECTOR TO ESTABLISH PRODUCT DEVELOPMENT PROCESS AND SEASONAL STRATEGIES
- PITCH DESIGN CONCEPTS TO FILMMAKERS AND PRESENT TO LEADERSHIP AT KEY MILESTONE MEETINGS
- RESPONSIBLE FOR PRODUCT DEVELOPMENT THROUGH ALL STAGES FROM CONCEPT TO IN-STORE
- EXTENSIVE KNOWLEDGE IN COSTING- ABLE TO DESIGN ITEMS WITHIN A TARGET PRICE POINT AND TIER
- PARTNER WITH CROSS-FUNCTIONAL TEAMS ON ARTWORK, PACKAGING, FIT, APPROVALS, AND COSTING
- COLLABORATE WITH STRATEGY & MERCHANDISING TO IDENTIFY LINE ASSORTMENT AT THE START OF EACH SEASON
- HANDLED PRODUCT DEVELOPMENT FOR THE ENTIRE "DISNEY COLLECTIONS" SOFTLINES LINE FOR WHOLESALE DISTRIBUTION WITH JCPENNEY AND LIVERPOOL; PRESENTATION POINT-PERSON FOR ALL OF SOFTLINES ASSORTMENT
- MANAGED ALL OF THE SLEEPWEAR CATEGORY FOR SEVERAL YEARS
- SPEARHEADED NEW DESIGN INITIATIVES & PRODUCT ASSORTMENTS (ARTIST SERIES AND MARY BLAIR COLLECTIONS)
- COMMUNICATE WITH EXTERNAL PARTNERS, INCLUDING VENDOR-ASSIST, CO-BRANDS, AND OUTSIDE ARTISTS
- MANAGE INDEPENDENT CONTRACTORS AND TEMPORARY HIRES
- PARTICIPATE IN BRAINSTORM SESSIONS TO IDENTIFY UNEXPLORED OPPORTUNITIES WITHIN THE BUSINESS
- SUPPORT OTHER DEPARTMENTS ON ADDITIONAL PROJECTS SUCH AS NUIMOS DOLL FASHION AND PINS
- FOCUS ON TALENT DEVELOPMENT AND GROWTH WITHIN MY TEAM BY COACHING PERFORMANCE, PUSHING CREATIVITY, AND ENCOURAGING NEW OPPORTUNITIES; ACT AS A MENTOR TO OTHER TEAMS
- RECENTLY FOCUSING ON ACCESSORIES- ADDING HEADWEAR, SOUVENIRS, AND JEWELRY TO MY SKILLSET
- EXTREMELY INVOLVED IN INITIATIVES THROUGHOUT THE COMPANY, BEYOND MY ROLE, INCLUDING PLM TASK FORCE

Strengths

PRESENTATION & PUBLIC SPEAKING
EXTREMELY ORGANIZED
TREND-FORWARD
QUICK REACTION AND FLEXIBLE
TEAM PLAYER
OPTIMISTIC, CAN-DO ATTITUDE
FUTURE-FOCUSED
SOCIAL MEDIA SAAVY

Projects & Awards

- ULTIMATE PRINCESS CELEBRATION DOLL DESIGNER 2021
- DPEP INTERNATIONAL WOMEN'S DAY "NAVIGATING YOUR CAREER AT EVERY LEVEL" PANEL SPEAKER 2020
- "ONE DAY AT DISNEY" SPOTLIGHT CAST MEMBER 2019
- TDS 30TH ANNIV. PIN ARTIST 2017
- DISNEY "RETAIL LEADERSHIP AND DEVELOPMENT" PROGRAM 2016
- FEATURED VINYL FIGURE ARTIST FOR:
 - D23 "MXYZ" 2017
 - FUNKO "DORBZ" 2016
 - UNIQLO "MICKEY 100" 2015
 - STAR WARS "LEGION" 2014
- TARGET "BEST FOOT FORWARD" AWARD- EXCEPTIONAL SALES 2008
- TARGET "BEST FOOT FORWARD" AWARD- OUTSTANDING PERFORMANCE 2007
- SCAD ORIENTATION GUEST SPEAKER 2006 & 2007
- CFDA/TARGET INITIATIVE TOP 10 WINNER 2006
- CFDA "BEST IN SCHOOL" DESIGN AWARD 2005
- U.S. FUNDS ANNUAL SCHOLARSHIP RECIPIENT 2002-2006
- SCAD COMBINED MERIT SCHOLARSHIP RECIPIENT 2002-2006

Interests

MOMMING
SEWING, CRAFTS, AND HOME RENOS
@MOMSTERMAKER
BREAD-BAKING
PARTY-PLANNING

Work Experience (continued)

SENIOR DESIGNER, PRODUCT DEVELOPMENT

The Walt Disney Company | Pasadena, CA | 2012-2014

IN ADDITION TO THE PRIOR RESPONSIBILITIES, MANAGED A TEAM OF TWO DESIGNERS FOR TDS.

- DESIGNED APPAREL AND ACCESSORIES WITH A FOCUS ON YOUTH
- KEY DRIVER IN THE TRANSITION TO A GLOBAL DISNEY STORES ASSORTMENT
- TOOK ON NEW PROPERTIES WITH THE ACQUISITION OF MARVEL AND LUCAS BRANDS
- WORKED CLOSELY WITH STRATEGY AND MERCHANTS TO IDENTIFY PRODUCT LINE AND DELIVER DESIGNS
- PARTNERED WITH SR. MANAGER AND DIRECTOR TO INFLUENCE TREND DIRECTION
- COLLABORATED WITH HOME AND HARDLINES TO DELIVER A COHESIVE ASSORTMENT ACROSS CATEGORIES

DESIGNER, PRODUCT DEVELOPMENT

The Walt Disney Company | Pasadena, CA | 2011-2012

WORKED ON A TEAM DESIGNING SOFTLINES FOR THE DISNEY STORES N. AMERICA. RESPONSIBILITIES INCLUDED:

- VERTICAL PRODUCT DEVELOPMENT AND GRAPHIC DESIGN FOR APPAREL AND ACCESSORIES
- SET UP PRODUCTION-READY FILES TO SEND TO VENDORS
- CROSS-FUNCTIONAL COLLABORATION WITH MERCHANTS, TECHNICAL DESIGN, APPROVALS, AND SOURCING
- PRESENTATION AT KEY MILESTONE MEETINGS
- INFLUENCED TREND AND ARTWORK DIRECTION FOR EACH SEASON
- ONBOARDED AND TRAINED THE NEWLY ESTABLISHED PRODUCT DEVELOPMENT TEAM WITHIN TDS

DESIGNER

Kandy Kiss of California | Sylmar, CA | 2009-2011

DESIGN OF GIRLS AND TWEEN PRIVATE LABEL APPAREL. DEVELOPED FULL LINES AND COMPLETED THE DESIGN PROCESS FROM MARKET TO PRODUCTION. MAJOR CLIENTS INCLUDED TARGET, JCPENNEY, JUSTICE, AND SEARS.

- HAND-SKETCHING, CAD, AND TREND PRESENTATIONS
- ILLUSTRATION AND GRAPHIC DESIGN FOR GRAPHIC TEES AND TABLE PROGRAMS
- FULL-PACKAGE DEVELOPMENT WITH SHANGHAI OFFICE AND VENDORS INCLUDING INTERNATIONAL TRAVEL
- WORK IN A TEAM-FOCUSED ENVIRONMENT AND CLOSELY WITH SEVERAL EXTERNAL BUSINESS PARTNERS
- MANAGE PATTERN-MAKER, DESIGN ASSISTANT, AND SEWERS
- PRESENTATION TO MAJOR CLIENTS AT MARKET MEETINGS

FREELANCE DESIGNER AND ILLUSTRATOR

Self-Employed | Los Angeles, CA | 2009- Ongoing

FREELANCE DESIGN FOR VARIOUS CLIENTS INCLUDING FASHION AND ACCESSORIES. SCOPE OF PROJECTS INCLUDED MOOD BOARDS, CONCEPTS, CAD, GRAPHIC DESIGN, DEVELOPMENT SAMPLE-MAKING, AND ILLUSTRATION ACROSS VARIOUS CATEGORIES. CLIENTS INCLUDE AGENT18, SUGAR FACTORY, AND TOKIO ROX.

ASSOCIATE DESIGNER, PRODUCT DEVELOPMENT

The Childrens' Place (The Disney Store) & The Walt Disney Company | Pasadena, CA | 2008-2009

DESIGN OF ADULT, TWEEN, BOYS, GIRLS AND NEWBORN APPAREL AND GRAPHICS. OWNER OF SLEEPWEAR DEPARTMENT. RESPONSIBLE FOR TREND AND COLOR DIRECTION, SKETCHING, PRODUCT DEVELOPMENT, FABRIC/TRIM SOURCING, FIT, AND WORKING WITH OVERSEAS BUSINESS PARTNERS AND CROSS-FUNCTIONAL TEAMS. STRONG UNDERSTANDING OF FRANCHISE PROPERTIES AND GUEST- SEGMENTATION.

ASSISTANT DESIGNER

Target Corporation | Minneapolis, MN | 2006-2008

DESIGN OF INFANT/TODDLER GIRLS APPAREL FOR CIRCO, SPECIAL HOLIDAYS AND CHEROKEE BRANDS.

- TREND RESEARCH AND SHOPPING, INCLUDING TRAVEL
- PLANNING/RE-INVENTING LINE ASSORTMENTS WITH A STRONG UNDERSTANDING OF SALES & COST TARGETS
- TECHNICAL SKETCHING AND ILLUSTRATING, AND CREATING TECHNICAL PRODUCTION PACKETS
- ASSIST IN SOME PRINT/PATTERN AND GRAPHIC DESIGN
- CREATE QUARTERLY BRAND CONCEPTS AND PRESENT AT MILESTONE MEETINGS
- PARTNER WITH BUYERS TO DEVELOP COST-CONSCIOUS, COMPETITIVELY-RETAILED PRODUCTS AT GREAT QUALITY
- LEADER IN COLLEGE RECRUITMENT AND TRAINER/"SUBJECT MATTER EXPERT" IN PLM SYSTEMS