

ALLIE MERCER

CORE STRENGTHS

- Product Design Leadership
- Creative Strategy/Concepting
- Color & Print Direction
- Category Expansion
- Trend Forecasting
- Vendor Communication
- Licensing/Brand Collaborations
- Cross-Functional Leadership
- Global Sourcing
- Adobe Suite
- Tech Pack Creation
- PLM/RLM
- Asana
- Microsoft Office Suite

EDUCATION

- Savannah College of Art & Design
BFA: Fashion Design, Cum Laude
- Academic Honors,
Portfolio & Student Incentive
Scholarship Recipient
- International Programs:
Lacoste, France | Hong Kong

INFLUENCER & BRAND PARTNERSHIPS

- Disney: Star Wars, Marvel
- Pixar
- NY Yankees
- Utah Jazz
- Aviator Nation
- Keith Haring
- Tezza
- Anna Sui
- Iris Apfel
- LANY
- Rachel Parcell

CONTACT

✉ alliedmercerc@gmail.com

🌐 www.alliemercer.com

☎ 317-828-7596

EXECUTIVE SUMMARY

Creative leader with 10 years of experience leading concept-driven product development across home, lifestyle, textile, and apparel categories. Expert in translating trends from ideation & mood board creation through print/color direction and product execution. Proven builder of cohesive collections that balance trend and brand storytelling while delivering commercial success.

PROFESSIONAL EXPERIENCE

Lola Blankets: Director of Product Design & Innovation

January 2024–Present

- Lead creative vision and drove 350%+ growth in product category offerings, expanding the brand from two core blanket categories into a multi-category offering including premium blankets, pillows, pet products, apparel, & accessories
- Develop and define original color palettes, print designs, and seasonal concepts, translating trend research into cohesive product stories across categories.
- Own product concept through production including trend research, material innovation, color and print design, tech packs, BOMs, sampling, and final approval.
- Drive category expansion through white-space identification, new fabrications, and adjacent product opportunities.
- Lead brand collaborations from partner identification through co-creation, ensuring alignment with Lola's brand DNA.
- Provide creative leadership and mentorship across product and cross-functional teams, influencing design standards, processes, and execution.
- Serve as primary liaison with domestic and global manufacturers, ensuring design intent, quality, cost, & delivery timelines.
- Build and maintain strategic vendor partnerships; identify and onboard market-leading manufacturers.
- Partner cross-functionally with merchandising, marketing, and leadership to align creative vision with business goals.

Popflex Active: Fashion, Print & Accessories Designer

April 2023–January 2024

- Developed original prints and color stories aligned to brand direction.
- Created tech packs and communicated design updates with global vendors.
- Designed apparel and accessory concepts across seasonal collections.

Ruggable: Textile Designer

December 2020–September 2022

- Designed one-of-a-kind prints for core collections and licensed partnerships.
- Collaborated with licensing partners to translate brand identities into cohesive print, color, and product executions.
- Refined best-selling mainline styles through strategic color and print updates.

Beyond Yoga: Assistant Designer

July 2019–December 2020

- Supported design development across mainline, maternity, plus, and men's categories through the creation of tech packs, managing BOMs, and updating specs following fittings.

Spanx: Assistant Bra Designer

January 2018–June 2019

- Managed design details from sketch through production-ready tech packs.
- Facilitated fit sessions and communicated updates with global vendors.