

DANIELLE XU

Danielle.xu730@gmail.com • daniellexuportfolio.com

EDUCATION

The University of Texas at Austin

Bachelor of Science in Textiles and Apparel, Apparel, Function, and Technology

EXPERIENCE

Aéropostale – Assistant Designer – Men’s Denim | Women’s Denim Dressing; New York City, NY

January 2025 – Present

- Initially hired as a Men’s Designer, was quickly entrusted to oversee design for Women’s Denim Dressing due to high performance execution, efficiency, and cross category design sensibility
- Designed and managed tech packs, colorways, sketches, and documents in multiple PLM systems to support the design and development of seasonal collections from concept to production
- Ideated graphics and novelty concepts for Men’s and Women’s Denim that ranked in the top 10 selling styles across e-commerce and retail channels
- Reviewed and approved vendor submits with strong attention to detail to ensure accuracy, color, hand feel, and construction that fulfill product standards

Greg Norman Collection – Assistant Designer - Women’s Collection; New York City, NY

October 2024 – January 2025

- Managed and organized style numbers for line sheets, ensuring accurate data entry and seamless integration for product development and merchandising items
- Utilized light boxes to accurately analyze and match color swatches with threads and dip dye samples, ensuring consistency across materials and adherence to design specifications
- Supported team members with day-to-day tasks, ensuring smooth operations and contributing to project deadlines

Calvin Klein – Intern - Women’s Apparel Design; New York City, NY

June 2023 – August 2023

- Helped maintain the design asset library with the usage of Microsoft Excel ensuring that all files were organized, labeled, and easily accessible
- Prepared and assisted with execution of fittings, including the set-up of fit carts, taking notes on the fit of samples, and photography assistance
- Collaborated with the multiple design teams from knits, cut & sew, and woven to create compelling layouts from print materials, such as brochures, posters, and flyers, adhering to brand guidelines
- Assisted in the selection process, recommending and obtaining fabrics that align with the project’s aesthetic, functionality, and target audience

ACADEMIC PROJECTS | EXTRACURRICULARS

TXA 365 Accessory Design/Development/Merch – Client: Kendra Scott

Fall 2021

- Conducted market research and competitor analysis to identify design trends and recommend innovative design approaches
- Coordinated with a team to sketch and render 3D designs with the usage of programs such as Photoshop, Illustrator, and Fusion 360 to develop prototypes of accessories suitable for presenting to brand’s senior designers
- Conceptualized and presented a theme, strategy, and brand proposal utilizing videography, photography, mock campaigns, and research to deliberate team’s designs to presenting audience

ADDITIONAL INFORMATION

Skills: PLM, Photoshop, InDesign, Illustrator, Microsoft Excel, Miro, Procreate

Languages: Proficient in Chinese