



blair.a.files@gmail.com | 215.704.6564 | www.blairfiles.com

SKILLS

- Textiles Print & Pattern, Product Design, Social Media, Concept, Art Direction, Branding, Production, Copywriting
- Adobe Creative Suite, Kaldeo Design Systems, Illustration, Studio Photography and Video, UX/UI Design

EDUCATION

UNIVERSITY OF DELAWARE | Newark, DE
BFA Visual Communications

EXPERIENCE

AMERICAN EAGLE OUTFITTERS, AERIE & UNSUBSCRIBED | New York City, NY 2020 - Present

Associate Print & Pattern Designer

- Developed original artwork across all categories for Aerie/Unsubscribed brands including print and textiles.
- Sourced artwork and vintage samples from vendors and suppliers.
- Operated domestic and international shopping and concept research trips.
- Collaborated cross-functionally with technical design teams and factories in product production process.
- Advanced the early growth and development of the Unsubscribed brand.
- Trained and managed associates on the print and pattern team, conducting yearly reviews and overseeing personal development.

2019

VAULT COMMUNICATIONS | Philadelphia, PA

Freelance Graphic Designer

- Collaborated with the in-house design team on client projects creating marketing designs, ads and promotional materials involving both print and digital design.

BLOOM DAILY PLANNERS | Newark, DE 2017 - 2019

Graphic Designer

- Developed product and promotional material including illustrations, book and graphic design, photography and videography.
- Generated social media content including original artwork and graphics, copywriting, promotional campaigns and strategic posting timelines.
- Lead key design strategy meetings and facilitated the creative process from concept to production.

PRINTFRESH STUDIOS | Philadelphia, PA Spring 2018

Studio Intern

- Supported operations for social media, print design, production, and product photography and styling.
- Analyzed trend reports, conducted market research and supported communications between off-location production teams, factories and head designers.
- Assisted in the organization of events, trade shows and markets.

ADVANCED SPORTS ENTERPRISES | Philadelphia, PA Summer 2017

Marketing and Graphic Design Intern

- Generated social media graphics, animation and video.
- Participated in on-site event design and production.
- Produced product development graphics and managed online inventory and organization.