

# Katya M. Roelse

*Fashion Design and Production. Creative Consulting. Teaching and Sharing Fashion.*

## Education

- Drexel University, *Philadelphia, PA* 2007  
**MS in Fashion Design**
- University of the Arts, *Philadelphia, PA* 1997  
**BFA in Theater**
- Center for Women and Enterprise, *Boston, MA* 2002
- *First Step Fast Track: Developing a Business Plan; Business Planning: Accelerating Your Business*

## Teaching Experience

University Of Delaware, *Newark, DE* 2012 - Present  
**Instructor**

- *Multimedia Fashion Presentation*: Developing presentation skills for the fashion industry for Sophomore/Juniors
- *Trend Forecasting and CAD*: Directional trend research and analysis; textile and apparel design for targeted markets; Junior level

### Guest Lecturer

- *Presentation Techniques*: Lecture for MBA Case Competition
- *Seminar on Fashion and Sustainability*: Lecture for class of 55 Design and Merchandising students
- *Fashion Drawing*: Studio drawing class for Junior level portfolio

Moore College of Art & Design, *Philadelphia, PA* 2008 - 2012

### Instructor

- *Technical Fashion Design; Technical Drawing; Photoshop and Illustrator for Fashion; Advanced Projects and Fashion Foundation, Textiles*
- Young Artist Workshops on *Accessory Design* and *Patternmaking*

Drexel University, *Philadelphia, PA* 2004 - 2007

### Graduate Assistant, Antoinette Westphal College of Media Arts and Design

- Acted as liaison for industry outreach and events; worked with industry professionals to compile fabric library
- Assisted students with sewing, pattern making, and machinery; photographed student work
- Organized and maintained sewing labs, updated and archived fashion library and created a sloper library
- Catalogued and prepared garments for Historic Costume Collection exhibitions
- Served on Fashion Council Committee with James Galanos: prepared garments and looks for display at the Philadelphia Fashion Hall of Fame Gala and Drexel's Costume Collection archive.
- Served on Microsoft's School of the Future: tutored and critiqued high school students' designs in a campus wide school uniform competition

## Critiquing and Collaborations

- Eco + Fashion - Arts, Culture and the Creative Economy; City of Philadelphia; Winter 2014
- Design Philadelphia - The Fashioners: Poetry of Process; Fall 2013
- CBS Talk Philly - Guest presenter; Summer 2013
- Maryland Institute of Contemporary Art - Guest Critic for Senior Experimental Fashion Studio; Fall 2012
- University of Delaware - Judge for Synergy Fashion Show; Spring 2013; Guest Critic for Senior Collection for Dr. Orzada; Fall 2012; Seminar on Fashion & Sustainability: Company Pitches for Prof. Cobb; Fall 2012;
- Drexel University - Guest Critic for Fashion Design I for Roberta Gruber; Spring 2012; Portfolio for Roberta Gruber; Spring 2012; Junior Sportswear Presentation for Lisa Hayes; Fall 2012; Portfolio for Roberta Gruber; Spring 2010
- Philadelphia University - Guest Critic for Senior Collection Presentation with Danny Noble; Winter 2010
- Maryland Institute of Contemporary Art -Textile Design Collaboration with Kelly Cobb; Spring 2011 - Developed low impact surface resist treatments for SAVA SU/11collection

## Professional Experience/Consultancy and Freelance

Toggery 2012 - present

- Product development: Developed tech packs, interfaced with manufacturer and designer, guided designer fabric choices and sourcing, advised fittings.

American Trench 2011 - present

- Product development: Served as key contact for developing signature brand product, oversaw pattern and sample making, conducted fittings and determined final adjustments, interfaced with manufacturer and designer, guided designer through complete development and production in local factory; sourcing.

US\*U.S. 2012 - present

- Business management: Devised marketing and merchandising plans; advised designers in preparing production; collaborated on group design projects and expansion opportunities.

SA VA/S.V.A. Holdings Corporation, *Philadelphia, PA* 2008 - 2012

### Head of Product Development

- *Management:* Managed both production and design teams that included 7 full time employees, several contracted staff members and approximately 5 interns across development and the factory. Worked closely with retail operations to deliver merchandise and strategize marketing campaigns. Oversaw employee recruitment, induction, leave management, training, development and payroll. Cultivated and maintained relationships with over 250 vendors. Advised and met the needs and deadlines of 23 ongoing private clients and 25 ongoing commercial clients. Supervised delivery of garments for company retail outlet and developed 150 new styles for private label orders. Sourced, placed and tracked fabric and trim orders. Priced garments based on time studies and supply and labor costs.
- *Production:* Guided all designs from inception to delivery. Created a library of pattern blocks from which subsequent designs were created. Determined grading and sizing specifications that complied with our customer. Rendered flats and analyzed pricing. Developed factory production schedule balancing cost, workflow and resources. Oversaw cutting and minimized waste. Instructed sample making and line sewing. Arranged and participated in fittings.
- *Design:* Researched and implemented dyeing and fabric manipulation techniques suitable to and replicable for small production. Translated seasonal color, fabric and silhouette trends for customer. Collaborated on themes and inspirations for bi-annual collections. Attended trade shows and sourced sustainable fabrics and trims for all brands and private labels including the wholesale and denim lines. Worked on design presentations for SA VA and private label clients.
- *Marketing:* Launched and developed SA VA brand and customer at the inception of the business. Attended store and industry events. Defined appropriate tone for SA VA web copy. Established photography technique and processing for online merchandise and was "in house" photographer for e-mailers, promotional items, events, line sheets, look books, competitions and general photography needs. Participated in and organized fashion shows by scheduling, fitting, and dressing models and organizing and planning looks. Promotional endeavors include Philadelphia International Festival of the Arts, Kimmel Center Solstice Fest, Rittenhouse Row, Philadelphia Phashion Phest, and Design Philadelphia.
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### Awards

- Talk of the Town Excellence in Customer Satisfaction: SA VA; 2012
- Apparel Magazine: Top Innovator: SA VA; 2011
- Best of Philly 2010: New Boutique: SA VA
- Lilly Pulitzer Award: Most Creative Graduate Collection

### Computer Skills

- Microsoft Office
- Adobe Suite
- RAW
- PAD Patternmaking
- Pointcarre
- ColorMatters

