

Sondra North-Padron



EDUCATION

Master of Arts in Fashion Art Direction

Academy of Art University, San Francisco, California — Fall 2022

Bachelor of Fine Arts in Fashion Marketing

Academy of Art University, San Francisco, California — Fall 2019

SKILLS

Art Direction: Content Creation, Layout Design, Project Management, Graphic Design, Multimedia Design

Interpersonal Skills: Analytical Thinker, Creative Imagination, Time Management, Team Leadership, Problem Solver

Fashion: E-Commerce Retail Fashion Marketing, Product Styling, Visual Storytelling, Curation & Branding

Technical Tools: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Lightroom, Microsoft Office, CLO 3D

Contact

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ABOUT ME

I am a creative thinker, designer, and leader specializing in art direction, visual styling, and product design. My work blends innovation with artistry, drawing inspiration from culture, color, and contemporary trends. I thrive in collaborative environments that merge conceptual design with commercial success.

WORK EXPERIENCE

EXPRESS

Head Menswear Designer

2025–Present

- Lead the research, design, and development of the men's ready-to-wear collection.
- Define seasonal design direction, concepts, and cohesive collections aligned with brand DNA.
- Create item-based collections that can stand alone or work within a curated assortment.
- Partner closely with the Design Director and retailers to develop private label programs.
- Manage and mentor an Assistant Designer, ensuring creative alignment and timely project delivery.
- Oversee the full design process from initial vision through final fit approval.
- Source and select fabrics, trims, and innovative materials to modernize core classics.
- Maintain the seasonal T&A; calendar, ensuring deadlines are met across all stages of development.
- Collaborate cross-functionally with merchandising, technical design, production, and factory teams to deliver high-quality product execution.

ROBERT GRAHAM

Assistant Men's Wovens Designer

2024–2025

- Supported the senior design team in creating woven fabric designs including prints, patterns, and textures.
- Conducted trend research and market analysis to align designs with current and emerging trends.
- Researched and sourced materials, evaluating fabric qualities for suitability and performance.
- Partnered with product development and manufacturing to ensure design feasibility and quality execution.
- Reviewed fabric samples and prototypes, providing detailed feedback to achieve design integrity.
- Prepared technical packages with specifications on weaving techniques, finishes, and treatments.
- Collaborated with cross-functional teams—including mills, product development, and marketing—to bring concepts from ideation to market.
- Ensured all designs met company standards for quality, fit, and aesthetic.
- Created and presented design concepts and seasonal mood boards to internal teams and external partners.

Technical Designer

2024

- Supported the Technical Design team by tracking, receiving, and organizing vendor samples.
- Collaborated with production and factory partners to prioritize fit and spec approvals.
- Created and maintained fitting agendas and measured samples for accuracy.
- Attended fittings, took detailed notes, and updated tech packs accordingly.
- Ensured all updates were accurately reflected in the company database for production handoff.

SHEIN

Freelance Women's Wear Designer

2023–2024

- Researched fashion, social media, and cultural trends to identify emerging silhouettes, fabrics, and techniques.
- Defined the creative direction and concept for seasonal collections.
- Developed trend-right designs across multiple categories while ensuring brand alignment.
- Curated seasonal color palettes, pattern direction, and macro trend influences.
- Presented design concepts to leadership and cross-functional partners to drive design approval and development.

ROBERT GRAHAM

Fashion Stylist & PR Coordinator (Remote)

2022–2023

- Coordinated PR initiatives, sample pulls, and stylist outreach to maximize brand exposure.
- Styled looks for press events, campaigns, and e-commerce.
- Assisted with visual direction and execution for photoshoots and brand events.
- Supported marketing and communications teams with asset organization and media outreach.