



RONDELL MCLEOD

APPARAL | FOOTWEAR |
LICENSED | BRAND | IP
DEVELOPMENT
PROPRIETARY TOY | NOVELTY
DEVELOPMENT

CONTACT



Phone
310.990.5959



Online Portfolio
rondellmcleod.com



Email
rondellmcleod@gmail.com



Location
LA | NC | NYC
**Open to Relocating*



EDUCATION



ART CENTER- PASADENA, CA (2016)

- Rhino 3D Software
Program Certification



THE ART INSTITUTE- FORT LAUDERDALE, FL (2009-2011)

- Associate of Science
Degree in Fashion
Design



WEST FLORENCE HIGH SCHOOL- FLORENCE, SC (2009)

- High School Diploma



PROFILE INFO

Energetic, multi-talented, and extremely imaginative Designer with experience in Fashion, Footwear, Toys, Graphic, and Textile design. Able to create excellent product sketches by hand and also able to execute detailed technical artwork and specifications using Illustrator and Photoshop. Highly motivated team player with a strong understanding of trends, color, and material combinations; and ability to create unique yet commercial ideas in design. Curious to see where I could help you? Let's talk!



WORK EXPERIENCE



LICENSED APPAREL GRAPHIC DESIGNER (KIDS) • IML • 2025-CURRENT

- Supported the Boys'/Girls' Design Team through all phases of the product lifecycle, from concept to final production.
- Designed and developed trend-right licensed kids' apparel, creating CADs, sketches, illustrations, prints, and graphics.
- Prepared production-ready artwork, managed approvals between Design and Production, and ensured all deliverables met sales deadlines.
- Conducted trend, market, and competitor research to guide seasonal concepts and identify design opportunities.
- Created presentation boards and materials for line reviews, milestone meetings, and sales presentations.
- Reviewed tech packs, fabrics, lab dips, strike-offs, trims, and artwork for accuracy and licensor compliance.
- Supported sample tracking, organization, and overall design office workflow.
- Maintained organized digital archives, updated production order books, and followed up on pending artwork daily.
- Collaborated with Production, Sales, Merchandising, Tech, and Licensing teams to ensure on-time, accurate development.

LICENSED PROPERTIES: Hello Kitty, Hello Kitty & Friends, Bluey, Smiley World, Princess, Frozen, Minnie Mouse, Mickey Mouse, Toy Story, Pooh, Aristocats, 101 Dalmatians, Star Wars, Harry Potter, Grinch, Gremlins, Shrek,, etc.

KEY CUSTOMER ACCOUNTS: Sam's Club, Carter's, Oshkosh B'gosh



LICENSED FOOTWEAR DESIGNER BOYS, GIRLS, ADULT | • ACI INTERNATIONAL • 2024-CURRENT (Contract)

- Designed and developed footwear for seasonal lines, trade shows, and major account programs.
- Attended product meetings with Licensors and the Design Team to review and develop new styles.
- Built lines through hand sketching and CADs, detailing product for agents and factories.
- Partnered with CSR and Purchasing teams to ensure samples met design specs and deadlines.
- Managed day-to-day overseas communication and email follow-up across multiple product lines.
- Researched components, materials, technologies, and trims for new line development.
- Shopped domestic market to track fashion trends and competitors.
- Created visual presentations, seasonal design briefs, mood boards, and trend reports.



TALENTS

DESIGN

- Apparel & Footwear Design
- Fashion Doll/ Character Development & Design
- Sewing (single needle, cover, merrow/ serger, & zig-zag stitch)
- Pattern Making (draping, drafting, & flat pattern grading)
- Manual/Digital Illustration & Rendering
- Tech Packs & Spec Sheets
- Technical Drawing Story
- Boards/Mood Boards
- Style Guide

SOFTWARE

- Adobe Illustrator & Photoshop
- PC/ MAC Proficient
- Microsoft Office
- AutoCAD: Gerber • AutoDesk: Auto CAD
- 3D Romans CAD 3D System
- Rhino

INDUSTRY SKILLS

- Presentations
- Computer Savvy
- Project Management
- Marketing & Sales
- Overseas Communication
- Customer Service



AWARDS

THE ART INSTITUTE – FORT LAUDERDALE, FL (2011)

- Best Niche Market
- Best Children's Wear
- Designer

- Applied color theory expertise and provided seasonal color trend direction.
- Reviewed prototypes, fit samples, and wear-test results; executed fit and pattern corrections as needed.
- Communicated daily with overseas factories to clarify design intent, approve revisions, and track sample progress.
- Evaluated lab dips, strike-offs, molded parts, appliqués, and logo treatments for accuracy and licensor compliance.

LICENSED PROPERTIES: Lion King, Princess, Frozen, Frozen II, Minnie Mouse, Mickey Mouse, Toy Story, Finding Dory, Elena, Fancy Nancy, Vampirina, Sofia the First, Doc McStuffins, Winnie the Pooh, Phineas & Ferb, Cars, Planes, Tsum Tsum, Descendants, Incredibles, Puppy Dog Pals, Zootopia, Moana, Tangled, Soul. **WARNER BROTHERS:** Superman, Batman, Justice League, Wonder Woman. **NICKELODEON:** JoJo Siwa, Baby Shark, Paw Patrol, Nella Princess Knight, Shimmer & Shine, Sunny Day, Blaze, Top Wing, SpongeBob, Teenage Mutant Ninja Turtles.

KEY CUSTOMER ACCOUNTS: Walmart, Target, Kmart, Sears, Kohl's, Journeys, Sam's Club, Josmo, Zappos, Famous Footwear, Burlington, T.J.Maxx.

LICENSED DESIGNER BOYS & GIRLS • BBC INTERNATIONAL • 2023

- Designed licensed footwear collections across kids' and character categories, creating CADs, colorways, and detailed upper/outsole constructions.
- Interpreted licensor style guides and assets into trend-right, brand-compliant designs.
- Built complete tech packs with material specs, trims, branding placements, packaging details, and BOM information.
- Reviewed prototypes, fit samples, and wear-test results; executed fit and pattern corrections as needed.
- Communicated daily with overseas factories to clarify design intent, approve revisions, and track sample progress.
- Evaluated lab dips, strike-offs, molded parts, appliqués, and logo treatments for accuracy and licensor compliance.
- Researched trends, materials, and competitive product to inform seasonal design direction.
- Partnered with Product Development, CSR, and Production teams to ensure samples met quality, cost, and retailer requirements.
- Prepared presentation boards and supported buyer/licensor meetings with clear design direction and seasonal storytelling

LICENSED PROPERTIES: MATTEL (Barbie & Hot Wheels). DISNEY (Disney Princess, Disney Fairies, Tinkerbell, Minnie Mouse, Sofia The First, Doc Mcstuffins, Winnie The Pooh, Mickey Mouse, Mickey Mouse Clubhouse, Phineas and Ferb, Cars The Movie, Planes The Movie). **WARNER BROTHERS** (Superman, Batman, Justice League). **MARVEL** (Ultimate Spiderman, The Amazing Spiderman Movie, The Amazing Spiderman Movie 2, The Avengers Movie, The Avengers Animated Series). **SESAME STREET**

KEY CUSTOMER ACCOUNTS: Walmart, Target, Kmart, Sears, Kohl's, Journeys, Toys "R" Us, Euro Star, Dollar General, Family Dollar, Famous Footwear, Burlington



VOLUNTEER EXPERIENCE & LEADERSHIP

➤ TWO TEN FOOTWEAR FOUNDATION

- Prepared and served meals to those in need within our local community.

➤ THE THANKSGIVING DAY FUN FEEDING HOMELESS U.S VETS

- Prepare and serve Thanksgiving meals for our Veterans and the Homeless at West LA VA.

➤ ANNUAL HOUSE OF HOPE (FLORENCE SC)

- Christmas wishlist gifting to women and children.

➤ FASHION DOLL DESIGNER | IP DEVELOPMENT | PROPRIETARY TOY & NOVELTY DEVELOPMENT • DREAMCLEOD • 2020-CURRENT

- Founder and Creative Lead of Dreamcleod, LLC, overseeing all brand, product, and IP development for Wild Childz®, Chazelle®, Zarri®, Tajah®B, and Ping™.
- Created all character art, branded artwork, packaging, style guides, creative assets, and visual identity systems across multiple proprietary toy lines.
- Designed and constructed Wild Childz® 12" Fashion Dolls, Fierce Fashion Plush, and Comical Creatures™ soft-line toy samples.
- Directed the development of Wild Childz® 3D character models for the animated series; guided visual style, character traits, and world-building.
- Led creation of production-ready art, turnarounds, tech specs, and sculpting direction for pending trademarked fashion-doll assortments.
- Wrote and developed the Wild Childz® young adult novel series, building lore, dialogue, story arcs, and franchise worldbuilding.
- Directed original Wild Childz® music development, including concepts, lyrics, tone, and thematic direction.
- Developed branded fashion face masks and packaging during pandemic-era product expansion.
- Managed all copyright and trademark registrations for proprietary IP.
- Oversaw brand social media strategy, content creation, and engagement analytics.
- Designed and launched official websites for Wildchildz.com and Dreamcleod.com.

➤ LICENSED/ LEAD 3D FOOTWEAR DESIGNER | • ACI INTERNATIONAL • 2015-2022 (Full Time)

- Designed and developed footwear for multiple seasons, product lines, trade shows, and major retail accounts.
- Utilized Romans CAD 3D footwear design software to streamline development, create realistic digital prototypes, and enhance accuracy in pattern, tooling, and material execution.
- Attended product meetings with licensors and the Design Team to review, refine, and develop new seasonal product.
- Built lines through hand sketching and 2D CAD, and 3D Design, creating detailed uppers/outsoles, colorways, material callouts, and development specs for agents and factories.
- Partnered with CSR and Purchasing teams to ensure samples met design specifications, timelines, and retailer requirements.
- Managed daily overseas communication and email follow-up across multiple projects and product categories.
- Researched components, materials, technologies, and trims to support new line development and innovation.
- Shopped the domestic market to track trends, competitive assortments, color direction, and retail opportunities.
- Created visual presentations, seasonal briefs, mood boards, and trend reports for internal reviews and buyer meetings.
- Applied color theory expertise to provide seasonal palettes and color trend direction.

LICENSED PROPERTIES: Disney, Pixar, Lucas Films, Warner Bros, Nickelodeon,

KEY CUSTOMER ACCOUNTS: Walmart, Target, Kmart, Sears, Kohl's, Journeys, Sam Club, Josmo, Journey's, Zappos, Famous Footwear, Burlington, T.J.Maxx.

➤ **LICENSED FOOTWEAR DESIGNER | • BBC INTERNATIONAL • 2011-2014**

- Designed and developed licensed footwear concepts across kids' and character categories, supporting seasonal line architecture and brand direction.
- Attended product meetings and design reviews, contributing to line-building, assortment planning, and seasonal storytelling.
- Created sketches, CADs, colorways, and detailed development specs for new styles in alignment with licensor guidelines.
- Developed seasonal color stories, mood boards, and design direction to guide collections and trend alignment.
- Shopped the domestic market to track fashion trends, materials, silhouettes, and competitor assortments for design inspiration.
- Researched components, materials, technologies, and trims to support new line development and innovation.
- Managed day-to-day overseas communication and email follow-up with factories to clarify design intent, track samples, and resolve development changes.
- Reviewed prototypes, assessed construction and materials, and executed fit corrections in partnership with Product Development.
- Entered and updated all product details for development, maintaining organized files and accurate seasonal design documentation.

LICENSED PROPERTIES WORK ON: MATTEL (Barbie & Hot Wheels). DISNEY (Disney Princess, Disney Fairies, Tinkerbell, Minnie Mouse, Sofia The First, Doc McStuffins, Winnie The Pooh, Mickey Mouse, Mickey Mouse Clubhouse, Phineas and Ferb, Cars The Movie, Planes The Movie). WARNER BROTHERS (Superman, Batman, Justice League). MARVEL (Ultimate Spiderman, The Amazing Spiderman Movie, The Amazing Spider-man Movie 2, The Avengers Movie, The Avengers Animated Series). SESAME STREET

KEY CUSTOMER ACCOUNTS: Walmart, Target, Kmart, Sears, Kohl's, Journeys, Toys R Us, Euro Star, Dollar General, Family Dollar, Famous Footwear, Burlington.



MY REFERENCE

**PLEASE FEEL FREE TO REACH OUT TO ME FOR A LIST OF MY
INDUSTRY REFERENCES.**