



RONDELL MCLEOD

FASHION/ FOOTWEAR DESIGN
BRAND/ IP DEVELOPMENT
PROPRIETARY TOY/ NOVELTY
DEVELOPMENT



CONTACT



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Online Portfolio

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Location

Los Angeles | South Carolina



EDUCATION



ART CENTER- PASADENA, CA (2016)

- Rhino 3D Software
Program Certification



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

- Associates of Science
Degree in Fashion
Design
- Degree Candidate



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



FOOTWEAR DESIGNER | LEAD 3D FOOTWEAR DESIGNER • ACI INTERNATIONAL • 2015-2022

- Designed and developed footwear for various seasons, lines, trade shows, and major accounts upon customers request.
- Attend product meetings with Licensors and Design Team to review and develop new seasonal products.
- Assist in building lines by sketching (hand drawings) and computer-aided design (CAD) programs, detailing and entering product with Company's Footwear Agents and Plush Toy Factories for sample development.
- Work with CSR's & Purchasing Team to ensure the sample preparation and creation meet the design specifications and deadlines.
- Assist in day-to-day overseas communication and e-mail follow up on various projects & product lines.
- Researches various types of components, technology, and trims to prepare for new line development.
- Shop domestic market to follow fashion trends and to stay abreast of trends and competitors.
- Created visual presentations and assisted with seasonal creative/design briefs, mood boards and trend reports.
- Educated on color theory and can provide seasonal color trend reports.

LICENSED PROPERTIES WORKED ON: DISNEY: 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 and 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 Club, Josmo, Journey's, Zappos, Famous Footwear, Burlington, T.J.Maxx.



FASHION DOLL DESIGNER | IP DEVELOPMENT | PROPRIETARY TOY & NOVELTY DEVELOPMENT • DREAMCLEOD • 2019-CURRENT

- Creative Led of Wild Childz® , Bee Bee Chic™ , and Comical
- Creatures™ .
- Developed all character art, branded artwork, creative assets, packaging, style guides, and design elements for Wild Childz®, Bee Bee Chic™ , and Comical Creatures™ .



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

- Responsible for registering copyrights and trademarks.
- Responsible for Social Media Content. Monitored social media interaction for online content.
- Designed and constructed Wild Childz® 12inch Fashion Dolls & Fierce Fashion Plush Dolls.
- Designed and led development of Wild Childz® fashion dolls which is currently pending trademarks and production samples.
- Designed and led development of Wild Childz® 3D Characters for Animation Series.
- Creative writer for the Wild Childz® young adult novels.
- Led development of Wild Childz® original music.
- Designed and constructed Wild Childz® fashionable face-mask and packaging.
- Designed and developed Comical Creatures™ soft line toy samples.
- Designed and launched official Wildchildz.com, Dreamcleod.com, and BeeBeechic.com websites.



BRAND & BUSINESS DEVELOPMENT • POSH STUDIO ONE SALON & BARBOR SHOP • 2020-2021

- Assisted Senior Designer in the entire product development process from pattern making, fabric selection, and garment construction to final merchandise.
- Assist in the quality control process.
- Assist in both packaging and shipping departments.
- Responsible for everything related to incoming and outgoing merchandise.



ASSISTANT DESIGNER • UNALUNA FASHION COLLECTION • 2014

- Assisted Senior Designer in the entire product development process from pattern making, fabric selection, and garment construction to final merchandise.
- Assist in the quality control process.
- Assist in both packaging and shipping departments.
- Responsible for everything related to incoming and outgoing merchandise.



ART TEACHER • ABUNDANT LIFE CHRISTIAN ACADEMY • 2014

- Educated grade levels Kindergarten through 8th, in all aspects of visual art.
- Developed creative curriculums that broaden the knowledge and artistic abilities of the students.
- Led nominated students in art competitions for the City Of Margate,, winning our school multiple honored awards.
- Attended staff meetings.



LICENSED FOOTWEAR DESIGNER • BBC INTERNATIONAL • 2011-2014

- Attend product meetings and design reviews to develop essential line-building skills.
- Shop domestic market to follow fashion trends and to stay abreast of trends and competitors.
- Researches various types of components, technology and trims to prepare for new line development.
- Assist in building lines by sketching, detailing and entering product for development.
- Assist in day-to-day overseas communication and e-mail follow up on...



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.

... various projects & product lines.

- Responsible for prototypes and fit corrections.

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.



GRAPHIC DESIGNER • COMPUTER CARE TECHNOLOGY • 2011

- Created company logos, business cards, letterheads, page layouts, and website designs.



APPAREL DESIGNER • 2010-2011 MISS MIAMI TEEN U.S.A. • 2011

- Designed ready-to-wear collection for Miss Miami Teen U.S.A to wear during competition and her many public appearances thereafter.



MY REFERENCE

Jean Fang

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Dan Young

ACI Int. / License Design Manager
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