

# EVAN GROSS

## Product Development / Merchandising

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### OBJECTIVE

Enthusiastic, creative, and detail-oriented rising fashion professional driven to launch my career in Apparel Product Development and Merchandising. Passionate about combining my insights, experience, and education to develop consumer-driven and trend-focused apparel collections. Eager to contribute to a dynamic team and help grow product lines through trend analysis, design, and collaboration.

### EXPERIENCE

10/2025 - 12/2025

Brooklyn, NY

- Apprentice / Studio Intern

#### FITTED UNDERGROUND

- Assisted in the end-to-end construction of custom selvedge denim pieces, supporting pattern prep, cutting, sewing, and finishing to maintain the brand's high craftsmanship standards.
- Performed hands-on production tasks, including fabric handling, trimming, bartacking, and hardware installation to ensure durable and premium-quality garments.
- Participated in client fittings, noting adjustments needed for improved fit and communicating updates to the production team.

07/2025 - 10/2025

Brooklyn, NY

- Freelance Product Designer

#### HALE

- Supported the launch of HALE's SoHo popup, contributed to visual merchandising, product presentation, and customer-facing brand storytelling.
- Designed apparel graphics, technical sketches, and product mockups to communicate creative direction to cross-functional teams.
- Integrated cultural awareness and technical proficiency to produce designs that balance style, function, and brand identity.

02/2025 - 06/2025

Denver, CO

- Apparel Design Intern

#### Jiberish

- Supported the seasonal product lifecycle through line planning, product setup, and GTM deliverables, ensuring accurate data management and on-time sample readiness.
- Designed non-apparel accessories and original apparel with complete tech packs (flat sketches, BOMs, specs, and callouts) using Adobe Illustrator; 5-panel hat colorway sold out within 24 hours.
- Managed SKU/UPC creation, polybag labeling, and product attribution for cut-and-sew programs to ensure accurate fulfillment and inventory tracking.
- Developed packaging briefs and branding assets, including hangtags, care labels, and trims, maintaining consistency across all consumer touchpoints.
- Delivered production-ready artwork for screen printing, embroidery, and heat transfers, partnering with cross-functional teams for accurate execution and vendor communication.
- Supported sample organization, photo cataloging, quality control, and DTC/wholesale fulfillment to meet GTM milestones, drop preps, and warehouse events.
- Assisted with product styling for photoshoots and social media campaigns.

07/2024 - 12/2024

Boulder, CO

- Lead Sales Associate

#### BYLT Basics

- Managed a team of eight associates and spearheaded the successful opening of first Colorado location.
- Executed keyholder duties, including store opening/closing, register, and deposit management.
- Reported daily goal-setting using chat-in sheets and performance to corporate (AOV, UPT, Conversion).
- Exceeded store sales targets with personal daily sales exceeding \$1,000.

### EDUCATION

09/2020 - 05/2024

Fort Collins, CO

- Bachelor of Science, Apparel and Merchandising

#### Colorado State University

09/2023 - 12/2023

Florence, Italy

- Fashion, Merchandising, and Retail Study Abroad Program

#### Florence University of the Arts

### SKILLS / ADDITIONAL EXPERIENCE

Adobe Illustrator, Photoshop, Firefly, ChatGPT, CAD, InDesign, Shopify, Square, RetailNext, Canva, Google Workspace, Microsoft Office, Digital Beats, Audio Recording, Runway and Photoshoot Modeling, Sewing, Run online thrifted marketplace