

DAVID HANSEN

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CREATIVE DIRECTOR | DESIGNER | ARTIST

Visual storyteller, specializing in growing businesses by connecting people to products and by leading/developing tomorrow's creative strategists. Innovative, detail-oriented, creative professional with diverse experience in painting, print/pattern making, brand development and product innovation/management. Well versed at leading quality projects from ideation to fulfillment. Strong ability to work under tight deadlines with exceptional interpersonal and communication skills; able to connect with team members and clients in a clear and poised manner. A focused eye on trends both current and upcoming. Maintaining knowledge of brand identity and strategy, both customer and company focused to drive results. Core competencies and strengths include:

Team Leadership and Mentorship | Creative Direction | Art Management | Print Design Color Direction and Management | Market/Trend | Mentorship | Presentation Boards Painting and Creating In Multiple Mediums | Spec'ing and Tech Packs Pantone and Custom Color | CAD and CAD Direction | MS Suite | Adobe Suite | Pointcarre

PROFESSIONAL EXPERIENCE

BED BATH AND BEYOND, UNION, NJ

March 2022 - Sept 2023

Home and Lifestyle Goods

MANAGER / DIRECTOR, PRINT, PATTERN AND COLOR – SOFT + HARD GOODS / OWNED BRANDS

Manager of print pattern and color for both soft and hard goods under the owned brands umbrella, including Nestwell, Simply Essentials and Wamsutta.

- Partner with the team and cross-functional partners to build out extensive and distinctive brand identities for each category.
- Work directly with vendors to build out product based on design needs while keeping within budget restrictions and refine designs to stay within those parameters while keeping an elevated aesthetic.
- Support the team with concept and visual direction. Build out design boards and give direction to designers to execute from concept to a final sample.
- Build out palettes based on current market trends and create homogenous color stories by category for both print and solids in both textile and hard goods.
- Concurrently work through the calendar deadlines and a changing budget to make the best products in a timely fashion that will also garner the best value result for the company.

CRATE AND BARREL, CHICAGO, IL

May 2019 - Oct 2021

Home and Lifestyle Goods

CREATIVE DIRECTOR, PRINT, PATTERN AND COLOR SOFT + HARD GOODS

Creative Director of Crate&Barrel and Crate&Kids; managed all surface design and artwork for soft and hard goods across all categories. Worked closely with cross-functional partners, merchandising and freelance artists to create exciting and meaningful products. Created and implemented a new holistic approach to design and business that turned C&K into a 100 million dollar business for the first time in its history. Managed exciting collaborations with such people/brands as Jane Goodall, Leanne Ford and Domino.

- Collaborate in the creation of a new, unique and differentiated brand voice that raised customer enthusiasm and awareness and drove both financial and aesthetic success. Implemented new [metrics, strategies] to create a highly curated, masterful and artful print and pattern language for both C&B and C&K.
- Curate and develop a collection of seasonal print and surface artwork for multiple product categories [list product categories here] ranging from decorative textiles, to tabletop and upholstery. Worked with several different artists and led the team to create novelty items, such as the 12 Days of Christmas seasonal plates, novelty trivets and bowls, interactive and traditional modern rugs, novelty and character driven sleeping bags, bedding, wall art and decor.
- Work directly with the SVP of Design to pull together homogeneous seasonal concepts and build out deliverables based on research, focused on creating a new brand voice.

- Interview, hire, & inspire the next generation of surface and color designers through directing, assigning and appraising work. Built out a team from scratch with various areas of expertise and grew the talents of the team to strengthen and diversify their skill sets and to meet the needs of our cross-functional teams, merchandising and our photo studio.
- Elevate both the Crate&Kids and C&B brands. Identify & forecast seasonal color palettes reflecting unique color combinations and customer/design forward focus for each product category.
- Streamline processes to cut costs while still creating superior products.
- Led seasonal design inspiration and trend forecasting through traveling overseas to specialized print trade shows, while keeping an eye on cultural and market trends back home.
- Oversee design collaboration with artists and other types of brand partnerships.
- Guide and foster designers at different levels with technical design knowledge
- Find, curate and attract talent for brand partnerships and collaborations.
- Own relationships with external vendors and collaborators.
- Manage professionals and responsible for the overall direction, coordination and evaluation of these associates.
- Track and monitor sales reporting to hone in on what products are having the most success. Drive other concepts and products based on reports while not losing sight of innovation and creating a space for newness

J.CREW & CrewCuts, NEW YORK, NY

Oct 2006 - May 2019

Fashion and Lifestyle, Design and Accessories

DIRECTOR & MANAGER OF CAD, PRINT AND PATTERN - TEXTILES

Oversee surface design and artwork for all categories from Jcrew's multiple categories including Mercantile (Factory), Crewcuts, Collection and the main Jcrew line. Worked directly with multiple cross functional teams, from Knitwear to Wedding to Ready-To-Wear to create yarn dyes, prints, patterns and build fresh palettes that helped to make Jcrew famous for its signature design and use of color. Worked with external vendors and sourcing to maintain a high level of quality and assure aesthetically cohesive and continuously successful results that drove product sales, attracted clients such as Michelle Obama and created an overall beautiful final result. Problem solved a lot of issues with specific vendors and created ways of streamlining our processes to get faster and higher quality results. Mentored other CAD and print designers who have gone on to be directors and amazing print designers in their own right, taking the top positions in Jcrew as well as Madewell.

- Oversee all administrative responsibilities in the CAD & color department teams for J.Crew Men's, Women's, Outlet and Crewcuts.
- Helped to launch Crewcuts and built the print and pattern voice of that brand.
- Execute, direct and design all seasonal and evergreen prints, patterns and concepts with the print & color teams.
- Participate in all design meetings with other directors to develop and make final decisions on print stories and color palette concepts unique to the J. Crew customer and trend setting to the fashion industry.
- Hand paint and digitally design a wide variety of intricate prints and patterns for one of a kind garments, accessories and home goods that set the brand apart from its competitors.
- Manage and curate the vast print library dating back two decades to repurpose and recycle for future seasons.
- Work with overseas fabric teams and mills to ensure excellent print and product quality is at its best and to troubleshoot miscommunications from the print packs.
- Travel for brand inspiration and trade shows to purchase fabric and develop prints that are homogenous to the seasonal concept.
- Work with outside vendors, such as New Balance, on seasonal color palettes and original prints to create a hybrid-branded product to be sold in J. Crew Stores.

EDUCATION

PARSONS SCHOOL OF DESIGN, NEW YORK, NY | TYLER SCHOOL OF DESIGN, ROME, ITALY 1997- 2001

Bachelor of Fine Arts – Painting, Communication Design and Art History

SKILLS: Mac OS, Adobe Photoshop, Illustrator and Indesign. Pointcarre. MS Suite. Drafting, Fine art painting and creative development.