

Mandi Clark

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Trend & Design Director with 20 years of experience transforming emerging trends into innovative products. Expertise in leading creative teams, trend forecasting, product design, and art direction across apparel, accessories, home and crafting categories.

Professional Profile

Director of Trend & Design with a proven track record in leading trend and product design supporting 13 private brands, driving over 70% penetration within a \$4 billion business. A key leader within the private brand organization, reporting directly to the SVP. Oversees the internal trend process influencing over \$225M in-store seasonal aesthetics, décor stories, and holiday sets. Leads the internal trend process by creating over 40 yearly trend publications, color guidelines, and category-specific product trends in alignment with Senior Leadership (CMO, SVP, VP). Leads a team of 17 product designers (Managers, Sr. Designers, Designers, Associate Designers) supporting 20+ departments across home décor, party, kitchen, apparel, accessories, crafting, art supplies, and more. Partners with Marketing and PR to represent private brands in media and events. Experienced in branding and creative direction, guiding private brand refreshes alongside consulting firms to refine brand identity and visual storytelling.

Manager of Trend & Design leading a team of 6–10 designers to drive innovative, trend-forward product design with a focus on efficiency and execution. Oversees the entire design process, from trend direction to final merchant presentations, while contributing to trend forecasting publications. Travels internationally for product development and vendor collaboration. Experienced in driving vendor innovation through collaborative concept development. Skilled in cost engineering and sampling standardization to enhance product execution. Conducts market analysis and competitive shopping to identify emerging trends and ensure strategic product validation.

Product Designer with experience creating licensed and private brand apparel, accessories, seasonal, home décor, and crafting items. Responsible for product design, technical spec packages, sample approvals, and timeline management. Conducts sales and market analysis to inform and validate design decisions. Experienced in presenting designs to in-house merchants, top U.S. retailers, and licensed brands for review.

Professional Experience

Director Trend & Design (2022-Present)

Manager Trend & Design (2016-2022)

Product Designer (2012-2016)

Michaels Arts & Crafts Stores, Irving, TX

Manager Product Design - Apparel

Mad Engine, San Diego, CA (2011 - 2012)

Mad Engine / Logotel Inc, Addison, TX (2010 - 2011)

Sr Designer - Jewelry & Accessories

Cindy Kirk Inc, Carrollton, TX (2010)

Sr Designer - Apparel & Footwear

Concept ONE Accessories, NewYork/TX (2007- 2010)

Product Designer – Headwear & Accessories

Bioworld Merchandising, Irving, TX (2004 - 2007)

Education

Bachelor of Fine Art

Henderson State University, Arkadelphia, AR (2004)

Software

Adobe Creative Suite Microsoft Office Suite

MAC Platform

Professional Profile

www.mandilinclark.com

www.linkedin.com/in/mandiclarkeprofile