

# Mandi Clark

401 Salem Dr, Hurst TX (P) 469-744-4456 (E) [mandiinclark@gmail.com](mailto:mandiinclark@gmail.com)  
portfolio – [www.mandiinclark.com](http://www.mandiinclark.com)

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Trend & Design Manager with 18yrs of experience in trend, product design and product development, art direction, line/brand management, seasonal design line planning of general crafting items, décor, apparel and accessories.

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## Professional Profile

**Product Design & Trend Management:** directing teams of 10+ Designers with a focus on innovative, trend-right design and timely project management. Manage product design from initial trend direction and design concepts through sample design execution for final merchant presentations. Currently manage simultaneous design development across 16 Departments (general crafting, papercrafting & fine art categories) and partner/support 13 Product Managers.

**Product Design & Development:** design development experience across multiple product categories and marketing/catalog/packaging design. International travel to visit factory/vendors for product development and design review. Creation of spec sheets and sampling standards, communication with overseas factories for effective cost construction/sampling/pricing/materials, etc.

**Sales & Merchant Support:** sales experience in both attending merchant meetings with major U.S. retailers to present market trend/creative product proposals and partnering with in house merchant teams to develop fresh product lines with speed to market. Sales and market competitive analysis for line planning and identifying new business opportunities, expert selection of trend-right product assortments, source and practice cost-conscious product construction and material strategies to increase profit.

## Career Project Examples

Celebrate It Private Label Holiday Gift Wrap for Michaels Arts & Crafts: Managed design development for a NEW \$6 million private label gift wrap project with 120+ exclusive designs.

Bead Landing Private Label Jewelry: responsible for designing and/or partnering on development for 1,200+ internal private label jewelry skus annually with projects totaling \$10-20 million in cost of goods sold.

Men's \$10 million new tee business: acted as sole merchandiser and art director to create, grow, and maintain a new men's licensed tee business beginning in 2010. Successful programs at all key U.S. retailers featured licensed entertainment and consumer brands that included: PEANUTS, SESAME STREET, COCA-COLA, BUDWEISER, FORD MOTOR CO, and GENERAL MOTORS.

Men's licensed Back to College pallet program for Wal-Mart: directed and developed a licensed vintage themed 16 style pallet program in 2010 that helped grow the men's tee business by \$.25 million.

Licensed sandal program for Wal-Mart: designed and developed licensed flip-flop assortment in 2008 (approximately 90% of their total licensed sandal business) with orders totaling over \$3 million.

Men's licensed swimwear line: created and managed a men's licensed swimwear line for 2010 with orders that exceed \$2 million from top US retailers including Wal-Mart and JC Penney.

Junior's retail programs: acted as art director for licensed junior tees for U.S. retailers Claires and Journeys, PLAYBOY headwear/cold weather items and SKIN branded bikinis/sandals for Spencers Gifts, plus licensed and private label headwear programs for Wal-Mart and Academy Sports stores.

## Professional Experience

Trend & Designer Manager  
Michaels Arts & Crafts Stores, Irving, TX (2016-Present)

Product Designer  
Michaels Stores, Irving, TX (2012-2016)

Product Design Manager - 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, Addison, 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.linkedin.com/in/mandiinclarkprofile](http://www.linkedin.com/in/mandiinclarkprofile)