

Joshua Pascal Lorr

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Seasoned Designer with leadership ability and proven success in creating innovative, revenue generating products and processes seeks challenging growth opportunity. Key qualifications include:

- 18 years experience in design has lead to broad and deep knowledge of many areas of design
- Thorough knowledge of software, construction, materials and pricing across all categories from mass to premium goods
- Ability to address the needs of a broad spectrum of clients simultaneously while maintaining brand identity and integrity for each without overlap
- Extensive experience with apparel brands, licensed products, direct-to-retail businesses and private label programs of all sizes, from boutiques to Wal*Mart
- Focused attention to detail while creating new branding, trims and linings to reinforce identity on innovative products
- Leadership in motivating newer designers and directing them to achieve goals within specified deadlines while educating them on costing and manufacturing techniques to keep results fresh and contemporary while maintaining a competitive price
- Extensive production experience working with factories across Asia, India, the Americas and Italy, with significant travel to China, Latin America and additional East Asian locations

Work History:

2004-Present • Concept One Accessories • Design Director / Senior Designer (Men's Accessories)

- Design all baseball hats, cut & sewn fashion hats, blocked headwear, woven scarves and cold weather accessories for several apparel brand licenses simultaneously including: Blue Marlin, Levi's Red Tab, Original Penguin, Paul Frank, Pony, Rocawear, Airwalk, American Classics and several others
- Design hats, bags, cold weather accessories, small leather goods, belts and other accessories for non-apparel licenses, which include: AC-DC, Black Sabbath, Blondie, Dead Kennedys, KISS, Rolling Stones, Corona Beer, Miller Beer, B.A.S.S., U.S. Polo Association, Major League Baseball, World Series of Poker, X-Games, Trojan Condoms as well as many smaller licenses and programs
- Design programs for several large private label clients, such as: Aeropostale, Calvin Klein, Marc Ecko, Lids, Kohl's, Spencer's, Hot Topic, Target, Wal*Mart, Macy's, Saks Fifth Avenue, Saks Off Fifth, Journey's and more
- Help determine standard terminology and tech pack format as well as creating blank drawings and tech templates to scale for other designers to use as standards
- Work with production department and factories to ensure smooth production process and monitor the designs of others to ensure construction viability
- Developed Adobe Illustrator templates to mimic professional software for creating yarn dyed woven patterns and knit patterns

Key Achievements:

- Spearheaded new fashion categories within company such as blocked headwear and woven scarves and developed several new, proprietary blocked hat shapes as well as cut & sewn hat shapes; helped start new categories in varying brands
- Established industry recognition for several apparel brands as headwear brands through thoughtful design and partnering with apparel on seasonal themes, fabrics and colors, many of which received editorial recognition in fashion magazines, newspapers and websites

2001-2004 • Gap Inc. • Independent Contractor (Men's Accessories)

- Designed hats, cold weather accessories, belts, casual footwear, sneakers, socks, bags, small leather goods and other items

Key Achievements:

- Created Gap's first-ever digital tech packs for accessories in PDF as well as several templates in Adobe Illustrator for all core product categories (baseball caps, socks, belts, flip-flops etc.) for other full-time designers to recolor and redesign and have the ability to send to China via email
- Created many new standard moulded footbeds, outsole branded treads and uppers for flip-flops, some are still in use today
- Designed new "Gap arch" graphics updates for core baseball hat program including "1969" and a hand drawn script font "Gap" logo, some of which are still in use
- Designed an "anaorak-in-a-sack" program which included a series of travel bags that folded up into their own front pockets, including branding graphics

1996-2001 • Yak Pak • Design Director (Men's and Women's Accessories)

- As principal designer, created all Yak Pak brand bags, branding, company logo, promotional materials and sewing patterns
- Helped set up company-owned factory in El-Salvador by sewing one of each bag determine steps and modules
- Designed all Dickies brand licensed bags and backpacks for the core line, still in use today
- Oversaw growing team of designers as company expanded and helped design Levi's and Coleman licensed bag lines

1992-1995 • Shalom Childrenswear • Designer

- Designed knit and woven cut & sewn apparel for boys aged 2-12, including all graphics, printed textile patterns and branding by hand on paper using pens, pencils and xerox copies

1992-2010 • Freelance History • Freelance Designer

- Clients include: The Children's Place, Day Kids, Baby Gap, Gap Kids, Polo Sport, Rigoletto, Marithe & Francois Girbaud, The Brooklyn Children's Museum

Education:

B.F.A. (with honors) 1992 • Pratt Institute • Brooklyn, NY

References available upon request. Feel free to contact me with any questions, to schedule a meeting or see examples of my work.