DENISSE MARTINEZ

Designer · Product Development · Curator & Éditeur

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PROFESSIONAL SUMMARY

Creative and detail-oriented designer with 10+ years of experience across fashion, interior textiles, and wallcoverings. Versatile, organized, and fluent in translating creative vision into tactile, brand-aligned product from concept through development. Passionate about creating inspiring, materials-driven designs, brought to life through innovative technology, thoughtful storytelling, and elevated packaging and marketing that enhance the full product experience.

PROFESSIONAL EXPERIENCE

Designer | **Texture Fabrics**, Miami, FL *Mar 2022 – May 2025*

Creative Direction & Collection Development

- Designed, curated, and developed textiles for upholstery, drapery, indoor/outdoor, trims, and wallcoverings (Natural and Vinyl Type I/II).
- Doubled seasonal collections from 2 to 4+, expanding product availability and growing output significantly year-over-year.
- Traveled to trade shows (overseas and domestic); researched new materials, trends and mills for category expansions.
- Sourced new mills, managed vendor relationships and production; collaborated with mills/vendors across Europe & Asia to develop textiles that align product goals with production capabilities, while aligning production & launch goals
- Prepared detailed design direction and development guidelines for mills, outlining color, weave and finish specifications to ensure accurate fabric execution.
- Streamlined development workflows by implementing calendars and to-do lists, improving vendor communications, guiding sampling, cutting internal delays and improving launch efficiency.
- Created buy sheets and POs to support vendor sampling and development, ensuring accurate execution and timely product deliveries.
- Created and adjusted CAD patterns, layouts and repeats for sampling to optimize design balance and performance for all categories.
- Prepared and submitted product for performance testing: flammability (Cal TB 117, NFPA 260/701, Wyzenbeek, Martindale, UV Fade and Class A/ASTM E84) and conducted quality control reviews on pre and incoming production to ensure color, finish and construction matched approved standards.
- Applied knowledge of performance indoor/outdoor fabrics, including finishes, yarns and care.
- Applied knowledge of wallcovering substrates, including material types, installation methods, care, and performance standards for residential and commercial use.
- Merchandised product assortments, building cohesive seasonal collections that aligned themes and branding.

Branding, Packaging & Visual Storytelling

- Reinforced market presence by updating and standardizing sampling packaging: designed memos, books and engineered layouts that elevated presentation quality and strengthened brand competitiveness, while incorporating detailed graphics, and expanded specifications for improved product clarity and usability.
- Created aspirational imagery to elevate brand storytelling by conceptualizing and incorporating product, such as wallcoverings and textiles, into lifestyle scenes for use across catalogs, socials and all marketing materials.
- Sourced and managed external manufacturers for printed/marketable materials.
- Designed and developed promotional tools such as catalogs, tote bags, and flyers that elevated brand image and reinforced market presence.

Digital Presence & Marketing Support

- Managed product data and imagery, strategized e-commerce improvements, and supported launches with social media and email campaigns through MailChimp, strengthening digital visibility.

- Created interactive flipbooks through ISSUU, translating brand aesthetics into engaging, easy-to-navigate PDFs with embedded links that connected users directly to product pages for ordering.
- Created and scheduled original social media content like product imagery and flat lays to highlight new collections, support sales initiatives and strengthen overall brand identity.

Associate Designer | **Perry Ellis International**, Doral, FL *Sept 2019 – Mar 2022*

- Led and designed for Men's seasonal hosiery collections across key categories, improving design consistency and speed-to-market across performance, golf, casual and private-label programs.
- Helped establish the hosiery design department, functional processes and working library of designs post-acquisition.
- Contributed to clearer brand direction, expanded category offerings and improved internal workflows.
- Designed original prints; managed licensed artwork and brand assets.
- Researched and created new yarns for improved blends, tailored to performance and novelty styles.
- Developed new sock silhouettes and details that strengthened product positioning and supported category growth.
- Identified category opportunities through collaboration and analysis of market data and consumer insights.
- Developed detailed tech packs; reviewed and approved samples for fit, construction, color accuracy, and material performance; communicated directly with mills and vendors for revisions.
- Created seasonal presentation decks for buyer sell-in and internal reviews.
- Managed and mentored a design assistant, providing onboarding, file setup, and process training.

Textile/Graphic Designer | **Isaco International**, Miami, FL *April 2014 – Sept 2019*

- Designed hosiery collections for private label and in-house brands across fashion and performance markets.
- Guided design direction through creating seasonal trend boards and color stories based on market research.
- Developed logos for emerging in-house brands.
- Designed technical specs, packaging layouts with attention to tacking types, material specs, and print finishes.
- Prepared content and visual tools for sales presentations, line books, & trade shows (e.g., Magic, Project).
- Created product mockups and pitch decks to support seasonal sell-in.
- Managed style sheets, POGs, and maintained an up-to-date design archive.

Assistant Designer | **Cintas Uniforms**, Miramar, FL *July 2011 – Sep 2013*

- Designed and supported the design dept and development of custom uniform programs for hospitality, cruise, and corporate clients across the U.S. and Latin America.
- Created illustrations, merchandised presentation decks and initial tech packs with flats, fit notes and fabric references.
- Designed brand conscious textile prints and patterns for soft accessories such as ties and scarves.
- Translated CADs into patterns and physical samples in collaboration with technical design team.
- Edited presentation materials in English and Spanish; supported showroom merchandising and catalog setup.
- Managed project timelines in coordination with project leads to ensure on-time delivery of design assets.

S K I L L S

Design: Illustrator (Ai), Photoshop (Psd), InDesign (Id), Lightroom (Lr), Adobe Acrobat (PDF), AVA CADCAM

Digital & Marketing: ISSUU, MailChimp, Meta Business Suite, Google Workspace

Product & Operations: WebPDM/PLM, Business Central, Microsoft Office, Concept Board

Languages: English (Fluent),Spanish (Fluent)

AI: ChatGPT, Claude, Adobe Firefly/Nano Banana Pro

E D U C A T I O N

BFA in Fashion Design · Miami International University of Art and Design *2008 – 2011*