

ALEX WHITTEY

CONTACT

alexwhitney.com
awhitney@gmail.com
862.220.9045

EDUCATION

Boston University, Boston, MA
BFA Sculpture
Minor in Art History
2007-2011

SKILLS AND ABILITIES

- Expert in Adobe Illustrator, Photoshop, and InDesign
- Color, printmaking, hand sketching, painting
- Extensive knowledge of materials, textiles, and manufacturing techniques
- Actively reviews and stays abreast of market trends
- Demonstrated leader and manager

WORK EXPERIENCE

Block Shop, Los Angeles, CA
Design Consultant, January 2020 - Present

Lead designer for Block Shop's expanding product line. Collections include: upholstery fabrics, table linens, robes, art prints, scarves, a wallpaper collection with twenty2 (launching soon), a tile collection with Fireclay tile (the most successful launch in Fireclay history), and collaborations with various brands including Design within Reach, Ace Hotels, Botanica, and Mina Stone

Draper James, New York, NY
Design Consultant, Oct 2018 - January 2020

Created original prints, color, novelty graphics, and various products such as gifts, leather goods, party supplies, KEDS sneakers, and more for Reese Witherspoon's startup lifestyle brand.

Kate Spade New York, New York, NY
Designer, Oct 2017 - Oct 2018

Led tech accessories design department. Designed three collections per season, working on several seasons at once, including iPhone cases, iPhone accessories, and tech specific small leather goods. Created factory ready specs for all designs. Oversaw products through several sampling rounds, working closely with product development and merchandising teams. Managed communication and product development with licensed partner. Managed tech accessories intern.

Michaels, Dallas, TX
Home Decor and Trend Designer, May 2016 - Aug 2017

Led home decor design department. Designed and curated multiple collections of original hard and soft home product seasonally. Created seasonal company-wide trends from concept to graphic, pattern, and color palette development. Developed inspiration guides to direct overseas vendors on company trends.

Martha Stewart Living, New York, NY
Hard Home Designer, May 2015 - May 2016

Designed surface patterns and tabletop items for the Martha Stewart and Whim brands at Macy's. Conducted seasonal trend research and presented to Martha Stewart VPs and Macy's buying team. Managed hard home intern.

NotNeutral, Los Angeles, CA
Designer, Feb 2013 - May 2015

Designed products including bedding, rugs, tabletop and fashion accessories. Art directed print and web advertising, digital newsletters, and product photography. Managed all social media accounts. Visually merchandised brick and mortar locations in LA, Pasadena, and Palm Springs.

Anthropologie, New York, NY
Visual Merchandiser, July 2012 - Feb 2013

Collaborated with the Lead Merchandiser and Visual Manager to execute a creative and thoughtful presentation of merchandise. Analyzed weekly sales data to maximize store profitability. Assisted with the creation of elaborate window displays and sculptural installations.

Gibson Overseas, Los Angeles, CA
Junior Designer, June 2011 - July 2012

Designed surface artwork and tabletop items for Gibson Home and clients such as Isaac Mizrahi New York, Target, Ross, and Walmart. Conducted trend research and partnered with VP of Design to assemble seasonal trend mailers. Managed communication with over fifty licensed designers.