

NIA M. PENNINGTON

achiever. positivity. strategic. includer. responsibility

CONTACT

-  San, Francisco (Willing to relocate)
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EDUCATION

M.S. Sports Product Design
University of Oregon
2020-2022

B.A. Integrated Strategic Communication
University of Kentucky
2016-2020

Europe Study Abroad
University of Kentucky
Winter 2019

SKILLS

Adobe Photoshop	Sketching
Adobe Illustrator	Prototyping
CLO 3D	Tech Packs
Miro	Color Theory
Keynote	Trend Analysis
Microsoft Office	Trend Research
	Graphic Design
	Brand Development
	Purpose Storytelling

AWARDS

University of Kentucky
Sarah Bennett Holmes 30
Under 30 Recipient
March 2024

PROFILE

A creative problem solver passionate about exploring how artistry, driven by research can help revolutionize culture through storytelling with experience in building multi-modal campaigns and sports performance design.

EXPERIENCE

Assistant Designer - Bras & Swim

Athleta - GAP Inc.

San Francisco, California | September 2023 - PRESENT

- Assists in developing concepts & sketches for in-season bras/swim & innovation, long-lead time bras
- Partners with Production and Tech Design to create/update tech packs
- Cross checks to ensure 2D & 3D sketches are synced for vendors
- Owns pre-fitting garments in preparation for fit meetings
- Attends fit sessions & makes revisions to design/sketch packages based on stated priorities
- Organizes presentation boards to ensure team stays organized & hits required deadlines

Assistant Designer - Performance

Athleta - GAP Inc.

San Francisco, California | September 2022 - September 2023

- Researched global markets to identify seasonal trends, silhouettes, fabrics techniques, product categories & competitive inspiration for performance wear
- Assisted in developing concepts & sketches for training & studio product line
- Partnered with Production and Tech Design to create/update tech packs
- Took notes during fit sessions & made revisions to design/sketch packages based on stated priorities
- Organized presentation boards to ensure team stays organized & hits required deadlines

Founder, Creative Designer

MINUS

December 2021 - July 2022

- Founded "MINUS", a performance apparel brand for underserved Black, female athletes
- Spearheaded research through athlete insights in the respective sport
- Designed & developed all prototypes and final product through a series of sketches, tech packs and product creation
- Developed full concept boards, brand identity, marketing/promotional material and product packaging

Apparel Intern

Allbirds

San Francisco, California | June 2021 - September 2021

- Assisted Associate Designer with sketches, tech packs, color CADs and BOM documents
- Developed a "How We Sketch at Allbirds" tool for incoming designers
- Assisted product design team with upcoming season brainstorm and garment fittings
- Presented final intern project to teams on DEIB through product

OTHER CREATIVE EXPERIENCE

"THE PICKUP"- January 2023-August 2023

Served as a co-art director, created brand identity & the creative strategy for the startup company, aimed to present high level basketball culture to a Kentucky audience through an annual pickup game.