KEERSTIN MARION WINTRUP

CREATIVE DIRECTION | DESIGN | TREND

CONTACT

Victoria, BC
323-926-2811
kw@keerstinwintrup.com

PORTFOLIO

keerstinwintrup.com

EXPERTISE

- Women's Design & Trend
- Premium Lifestyle Apparel
- Fit Direction & Silhouette Development
- Fabric Sourcing & Dye Development
- Domestic & Global Production Partnership
- Product Storytelling
- Founder Collaboration
- Cross-Functional Team Leadership

DESIGN & PRODUCT DEVELOPMENT SKILLS

- Adobe Creative Cloud
- Garment construction
- Tech packs and bills of materials

EDUCATION

Degree in Fashion Design & Product Development

Orange Coast College

ABOUT

Design creative with 15 years of experience in the fashion industry.
My work spans design, trend forecasting, consulting, styling, and creative direction. I have a keen eye for emerging trends and pair that instinct with sales analysis to identify new product opportunities and shape seasonal direction. Currently based in Victoria, BC, I lead product design and manage an international design team for a Los Angeles–based brand.

EXPERIENCE

Design Director | Sweetzer & Orange

Remote from Victoria, BC · 2017–Present

- Own product concepts and design direction across the full assortment for a Los Angeles–based stationery brand.
- Lead a team of graphic designers in France, Malaysia, and Ukraine, guiding their work from concept through design review.
- Research market trends and analyze sales data to identify product opportunities. Translate those insights into timely, distinctive designs, develop color palettes, and recommend materials.

Senior Designer / Fashion Consultant | SPRWMN

Los Angeles · September 2014–August 2017

- Partnered directly with the founder to shape seasonal concepts, color palettes, and product direction.
- Designed and launched the first collection spanning stretch leather pants, silk dresses, army jackets, knitwear, and sweatshirts, taking styles from initial sketches through sample fittings.
- Sourced and selected premium materials, created tech packs, and managed day-to-day communication with local and overseas vendors.

Senior Designer | Joe's Jeans

Los Angeles · August 2007–May 2016

- Created seasonal concepts alongside the design team, drawing on trend research, and presented product direction to the founder.
- Directed creative vision across Joe's Collection categories that included cut-and-sew knits, wovens, sweater knits, dresses and bags.
- Specialized in developing jersey knits, athleisure fabrics, yarns for sweater knits, and woven fabrics for jackets, dresses, and shirting. Created new wash and dye treatments for seasonal collections.
- Traveled internationally to attend fabric shows and conduct design research, bringing new material ideas and seasonal inspiration back to the design team.
- Collaborated with international factories and participated in fittings through production to maintain fit and design intent.
- Managed design assistants and delegated work across seasonal collections.
- Partnered with Marketing to communicate seasonal product stories through line guides and campaign photography.