

DITACCHIO

jennifer@jditacchio.com
https://ditacchio.design
917-885-5319

- Accomplished Senior Art Director with ownership of packaging programs for Centric Brands, Kids Apparel, representing:
\$738 million in gross sales for 2023
\$755 million projected for 2024. (as per Group president Steven Pinkow)
- Executed Eco initiatives using FSC 100% Recycled and Mixed paper for all brands in off price clubs across USA, CANADA, and MEXICO
- Yearly re-evaluation of SOPs, making adjustments to improve efficiency and increase clarity of functions speeding up paperwork and onboarding process by 35%
- Well versed in licensing, legal, and compliance requirements.
- Strong interdepartmental collaboration, building long term relationships with clear, consistent, and solution based communication.



PORTFOLIO



LINKEDIN

PROFESSIONAL EXPERIENCE

CENTRIC BRANDS / GBG / F&T New York, NY 2004 - 2024

SENIOR ART DIRECTOR + SENIOR MANAGER of PRODUCT DEVELOPMENT 2022 - 2024
PACKAGING and TRIM

ART DIRECTOR + MANAGER of PRODUCT DEVELOPMENT 2009 - 2022
PACKAGING and TRIM

ART DIRECTOR + MANAGER of PRODUCT DEVELOPMENT 2004 - 2022
APPAREL GRAPHICS, MARKETING, PACKAGING, and TRIM

- 100% ownership of packaging for licensed brands used on 95% of product across all divisions: dresswear, sportswear, denim, active, swim, school, accessories, gift sets, special initiatives, and brand pitches.
- Achieved 100% licensor approval of artwork and sample submissions.
- Spearheaded digitization of all departmental records in PLM, increasing file retrieval speed and efficiency by 90%.
- Set up 100% of our private label programs in PLM, for stores like Dillard's, Walmart & Men's Warehouse.
- Executed customizations for national and international market regulations, including retail and e-commerce customers eg: Amazon, Costco, Hudson Bay, JC Penny, Macy's, Sam's Club reducing production issues and chargebacks.
- Reached 70% of goals for packaging compliance with Canada's Bill 96 regulations. Revised programs, secured "buy in" from cross functional stakeholders, processed copy for translations, and obtained interorganizational legal approvals.
- Concept development, apparel graphics, patterns, packaging, trim, photo shoots, catalogs, ads, P.O.P. signage, corporate graphics, PowerPoint presentations, booklets, and web elements.

PHILLIPS VAN HEUSEN New York, NY 2003 - 2004

FREELANCE GRAPHIC DESIGNER

- Concept development and graphic design for seasonal deliveries of IZOD & BASS Mens' tee shirts.

KIDS HEADQUARTERS New York, NY 2002 - 2003

ECKO KIDS - ART DIRECTOR + MANAGER of PRODUCT DEVELOPMENT
APPAREL GRAPHICS, PACKAGING and TRIM

- Selected by Mark Ecko as the Art Director in charge of all graphics, patterns, packaging and trims for the LAUNCH of ECKO Kids
- Created coding and digital asset systems, built graded tech pack templates for each garment category, which unified output, increased work flow efficiency, reducing tech pack creation times by 65%, ensured proper use and placement of packaging and trim, reduced vendor confusion, errors, and resubmits by 35%.
- Traveled overseas to work with sample rooms and factories cutting down on weeks of time in the development cycle.

PROFESSIONAL EXPERIENCE - continued

TOMMY HILFIGER

New York, NY

1998 - 2002

MENS - SENIOR GRAPHIC DESIGNER

2000 - 2002

APPAREL GRAPHICS, PACKAGING and TRIM

KIDS & LAYETTE - HEAD GRAPHIC DESIGNER

1999 - 2000

BRANDING, APPAREL GRAPHICS, PACKAGING and TRIM

JUNIORS - GRAPHIC DESIGNER

1998 - 1999

APPAREL GRAPHICS, PACKAGING and TRIM

- Hired by Robin Kintz and Ginny Hilfiger for the LAUNCH of Tommy Girl Junior Jeans
- Created promotional graphics and tee shirts for Tommy Hilfiger's "Make a Scene" collaboration with Dimension Films for the 1998 movie "The Faculty" which grossed \$63.2 million and featured Tommy Jeans Apparel.
- LAUNCH of Layette and Infant/Toddler under Alice Flynn. Created main logo/branding, packaging, and catalogs to fast track sales.
- Wrote printer ppds and set up master seasonal color palettes unifying color output across teams.
- Created one of Tommy's best selling Mens' tee shirts, initiating use of the "Skinny Flag".

FREELANCE SELECTIONS

RETRO MOTO CO LLC

Brooklyn, NY

2005-2024

Founder of vintage motorcycle inspired tee shirt line: branding, tee shirts, web store, ads.

MAXWORLD BAGOLOGY

New York, NY

2002

Technical illustrations of bags and accessories for patent applications.

HORSEPOWER HARLEY DAVIDSON

Willamsport, PA

2007

Graphic design, marketing, mailers, advertisements, and billboard.

NOBLE DESKTOP PUBLISHING

New York, NY

2000

Adobe Illustrator instructor.

BRANDS

ANGRY BIRDS

LORD & TAYLOR KIDS

ARIZONA

LUCKY BRAND

ARROW

MIA & MIMI

AVENGERS

MICKEY MOUSE

BASS

MONSTERS U

BATMAN

NAUTICA

BILLABONG

NYC VIN MOTO

CALVIN KLEIN

P. MILLER

CARS

PASTOURELLE

CATERPILLAR

PERRY ELLIS

CHAPS

PIPPA & JULIE

CLAIBORNE

PUBLIC NOTICES

CLASS CLUB

QUICKSILVER

COPPER FIT

REEBOK

CROWN & IVY

RETRO MODERN

DISNEY

RETRO MOTO CO

DOCKERS

ROXY GIRL

ECKO

SCOOPY DOO

FADED GLORY

SEAN JOHN

GAP KIDS

SPIDER MAN

GEOFFREY BEENE

SPYDER

GEORGE

STAR WARS

HARLEY DAVIDSON

STEVE HARVEY

VINCENT

TIMBERLAND

HUDSON JEANS

TOMMY HILFIGER

IKE BEHAR

TOY STORY

IRON MAN

UNDER ARMOUR

IZOD

VAN HEUSEN

JAKE

WOLVERINE

JORDACHE

WONDER NATION

JOSEPH STRONG

WRANGLER

JUICY COUTURE

ZAC POSEN

KENNETH COLE

ZOO YORK

KHQ SCHOOL WEAR

EDUCATION

YALE UNIVERSITY - M.F.A.

New Haven, CT

1995-1997

MAJOR: Painting & Printmaking. Joseph Albers Color Theory, Art Theory, Photoshop, Illustrator, 2D & 3D CAD, 3D Animation, Form Z, Render Zone, Soft Image, HTML, Dreamweaver, Flash.

BENNINGTON COLLEGE - B.F.A.

Bennington, VT

1987-1991

MAJOR: Painting & Printmaking. Critical Art Theory, Art History, Psychology, Spanish, French. Field Work Studies in Early Childhood Education and Museum Administration.

THE PUTNEY SCHOOL - H.S. Diploma

Putney, VT

1983-1987

MAJOR: Painting & Printmaking. Color Theory, Figure Drawing, Sculpture, Jewelry Making, Stained Glass, Calligraphy, Mural Painting, Latin, Creative Writing.

SKILLS

DESIGN: Adobe Creative Cloud, Illustrator, Photoshop, Acrobat Pro, Express/Frefly, InDesign, Designer, PowerPoint, Pantone

AI: Midjourney, Discord, Ideogram, Recraft, Krea, Kittle, Meta AI, Luma, Photoshop-Beta AI,

OFFICE TOOLS: Microsoft Office 365, Outlook, Excel, Word, Teams, Skype, Zoom, Chat GPT

PROJECT MANAGEMENT: Airtable, Todoist, One Drive, Sharepoint, Forms, Planner, Dropbox

WEB: Word Press, Shopify, Gelato, (Dreamweaver, Flash - haven't used in a long time)

3D: Pacdora, (Rhino, Adobe Dimension and Surface - Beginner),

(FormZ, RenderZone, SoftImage, AutoCad - haven't used in a long time)

MISCELLANEOUS: Subject Matter Expert and Beta Tester for Adobe & Windchill PTC / PLM, Product Lifecycle Management systems.