

M A C Y S H E A

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PROFILE

I am a designer and illustrator driven by storytelling and conceptual thinking, drawing from culture, travel, media, and memory to create work that reflects and challenges the moment. My practice centers on translating ideas into form through material, silhouette, and thoughtful design intent, with a focus on designing for both the body and the movement of everyday life. Skilled in conceptual storyboarding, trend innovation, fabric identity, and digital print and pattern design, I am interested in pushing design thinking and technology within and beyond the fashion space. I'm particularly drawn to understanding a brand's visual language and heritage, then reimagining its future with clarity, relevance, and purpose.

EDUCATION

University of Cincinnati
B.S. Fashion Design
2018-2023
GPA: 3.7

University of the Arts- London
Study Abroad
Fall 2021

WORK EXPERIENCE

SPANX- Atlanta, Georgia
Associate Apparel Designer, November 2025- Present
Apparel Design Coordinator, July 2024- November 2025
Owns and manages design files, including black-and-white sketches and fully rendered colorways, ensuring accurate representation throughout the collection lifecycle. Builds, maintains, and updates tech packs for seasonal collections, incorporating design changes, fit adjustments, and new fabric or trim specifications. Participates in fit sessions, documenting feedback and partnering with the tech team to refine fit and construction. Contributes to design ideation by owning select styles from concept through execution, with expanded ownership each season. Works closely with cross-functional teams to align on design intent, timelines, and sourcing requirements. Collaborates with designers to research trends, fabrics, and silhouettes for seasonal concept development. Continues to design with the woman in mind, ensuring thoughtful intent and confident wearability across the collection.

AWARDS

Martha Steinkamp Sherman
Scholarship
2022

Study Abroad Scholarship
Award, London
2021

Study Abroad Scholarship
Award, India
2018

DAAP Dean's List
2018- 2023

Carter's- Atlanta, Georgia
Assistant Designer for Little Planet, June 2023- July 2024

Conduct brand relative research to bring innovation into creative & silhouette sketching. Help set up design cards and flats for tech design and later relay information to cross functional partners. Understand color and trends, and help set up color palette for each season. Proficient in PLM between setting up styles, but also adding comments to relay changes to overseas partners. In constant communication with cross functional partners helping develop new fabrics and trims, edit and perfect fit of past and new silhouettes, ensure designs align with selling and trends the team is seeing.

Sprints- Cincinnati, Ohio

Design Intern, Freelance Designer, & Design Manager, January 2022- January 2023

Assisted clients in creating custom patterns for major marathons such as Chicago, New York, Boston, and more. Hand drew each graphic element to represent the city, buildings, characters, known motifs, etc. Designed upcoming prints for in-line products, researching trends in the market and amongst the Sprints' consumer. Worked to help create an apparel category, outsourcing manufacturers and sending tech packs to them weekly, later launching the first set of windbreakers. Put together a Look Book for retailers to reference itemizing new collections, best sellers, and must have pieces. Merchandised and designed in store 6 ft spaces for local retail partners to better display new product.

NOBULL- Boston, Massachusetts

Apparel Design Intern, May 2021- August 2021

Designed into expansion sport categories based off of consumer and competitor research. Organized material library for ease of pulling for collections. Conducted wear test sample garments and sent them to testers for feedback. Styled athletes for competitions as well as created PR boxes for events. Helped assist in merchandising the Cross Fit Games hosted in Madison, Wisconsin. Worked one on one with athletes ensuring kits fit properly and assisted in learning about the brand. Helped put together each athletes individual kit for games, consisting of over \$4000 worth of product.

SKILLS

Adobe Suite (Illustrator, Photoshop, & InDesign)

Microsoft Suite

Kaledo

Sewing

Machine Knitting

CLO 3-D Software

Styling

PLM

Trend Research

Bardot Bow Gallery- Cincinnati, Ohio

Assistant Designer, August 2020- January 2021

Complete orders from beginning to end through Etsy storefront. Assist in customer service by responding to messages and fulfilling requests. Choose fabrics and ribbons for Fall and Holiday 2020. Create new designs and multiple prototypes for expansion in the product line. Constant attention to detail as products are being made and shipped out. Assisted in wholesale orders for boutiques, workout studios, and salons. Worked constantly keeping boss in touch with any updates to the store as well as inventory and then relaying information to our wholesale sewer.

Lands' End- Madison, Wisconsin

Assistant Kid's Design Intern, January 2020- May 2020

Conducted research on competitor brands on-line and in store. Looked into different fabrications of fabrics in order to expand the kid's brand for all purpose clothes. Assisted in creating the Girl's Spring 2021 line and designed the second ever collection of active wear for Lands' End Girl's. Created graphics for multiple different t-shirts and worked with the CAD team to create patterns that matched back to heritage concepts, and other all department concepts. In constant communication with co-workers from other departments, as well as kid's, aligning on design of collections, graphics, details, silhouette, etc.