



Contact

Joanna Dyckhoff
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206.406.2929

Professional Experience

LotusHaus Creative Services, LLC

Seattle, WA

Graphic Designer, Marketing Consultant and Principle | February 2006 - Present
Identity, Branding, Collateral, Artwork, Apparel & Product Design, Packaging, Presentation Graphics, Trade Show Graphics, Event Design, Party Planning & Floral Design.

Greensource

Seattle, WA

EcoApparel Designer | May 2003-February 2006

Color and trend direction, styling, design and packaging for organic cotton apparel, bedding and bath collections. Developed programs for multiple product categories-women's yoga wear, sleep wear, active wear, infant wear, sheets and towels. Co-ordinated with overseas factories in Pakistan and Turkey.

Freelance

Seattle, WA

Fashion Marketing | March 2001-May 2003

Brand positioning, identity creation, promotion, event coordination, graphic design, styling and merchandising for independent Fashion Designers.

Sergio Valente Jeans

Seattle, WA

Apparel Designer | August 2000-March 2001

Presented trend concepts and developed seasonal themes. Color, fabric, trim selection. Developed and merchandised the entire collection consisting of knits, denim, stretch wovens, outerwear and accessories. Streamlined design development and tracking system. Prepared sample orders, created spec sheets, conducted fit reviews and provided production comments. Approved lab dips, fabric strike-offs. Communicated with vendors in Hong Kong. Traveled overseas.

Mecca USA

Seattle, WA

Apparel Brand Manager | June 1999-August 2000

Coordinated design development and merchandising. Trend research and color concept presentations. Approved fabric quality, graphics, accessories, trims and initial sample lines. Created effective systems for tracking and entering sample development information. Communicated with vendors in Hong Kong and India. Traveled to New York, San Diego, Hong Kong for line development.

Skills

Proficient with Mac and PC programs including Adobe Illustrator, Acrobat, Photoshop and MS Office Suite.

Education

Seattle Central Community College

Apparel and Design Services

Seattle, WA

Associate of Applied Science (AAS) in June 1999

University of Washington

School of Business Administration – Major in Marketing

Seattle, WA

Bachelor of Arts (BA) in June 1997

creative
concepts

intelligent
design

heartfelt
marketing

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