



# Elicia R.

“It is always exciting to come together and collaborate with industry leaders so fashion can move forward and become synonymous with technology.”

**Occupation** Director of 3D Technical Design  
**Age** 43 **Industry/ Company Size** Fashion- Knits/ 1-5 billion/10K+ppl  
**Status** Married **Location** America

## Background

High level Technical Designer background with demonstrated at least 17+ history of working in the fashion industry. Skilled in trend analysis, fit, design. Software Programs-- Browzwear Vstitcher 3D, Flex PLM, Web PDM, Lectra Gallery Web, Gerber System (Accumark), Adobe Photoshop/ Illustrator & Microsoft Office. Has an affinity to costume design, activewear design, and arts/fine arts.

## Goals

- Improve the bottom line and hit companies target dates for sample requests and production deadlines
- Successfully communicate across multiple teams to maintain high 1st fit approval ratings
- Become more sustainable by reducing physical samples and building better patterns

## Frustration

- Wary of expediting time and recourses to learn and implement a new technologies on scale
- Doesn't trust 3d/4d sampling vs real life samples
- Overloaded with checking samples and needs one easy smooth "non" problematic system to capture info, check it, and send to factories

## Personality

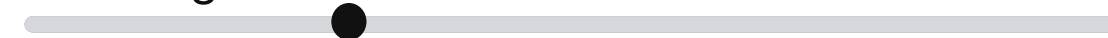
Introvert



Sensing



Thinking



Judging



Extrovert

Intuition

Feeling

Perceiving

## Platforms

- Linked-In
- You-Tube
- Pinterest (non fashion related)
- Instagram (Average 1000 f)
- Facebook (for family)