

# Shelly Siegel

## LEVTEX HOME

Sr. Director of Textile & Product Design  
Santa Monica, CA

Feb. 2011 - May 2018

As the first full time employee I've transformed Levtext Home from a textile design startup to a multi-million dollar international brand with top-selling private lines in over 20 major retailers & dozens of boutiques.

## SUMMARY OF EXPERIENCE:

- Directing design team through research, development & manufacturing phases, from concept through execution
- Overseeing design through production on a wide variety of home goods including but not exclusive to fabrics, bedding, quilts, pillows, drapes, shower curtains, table linens, baskets & dish towels
- Conceptualizing, organizing & styling product & lifestyle photo shoots in studio & on location
- Expertise in fine art photography & photo editing
- Directing scheduling, time lines & key milestones while ensuring seamless & up-to-date communication between clients, team members & other parties
- Directing team to prepare NYC & LA showrooms for HFPA Market Week & private client showings multiple times a year
- Ensuring completion of timely approvals of all strike-offs, samples for construction, fabrication, coloration & design
- Collaborating with buyers to ensure product designs met set price points
- Running quality assurance through manufacturing partners in China & India
- Designing branded materials, including retail packaging & all manufacturer/foreign import-required labeling
- Developing CADs, concept & trend boards, line sheets, room scenes & planograms for buyer approvals
- Overseeing approval processes, from strike-offs through samples for construction, fabrication, coloration & design
- Creating & transferring all necessary design specifications to merchant counterpart & product manager
- Self starter with proven track record of creativity under pressure

## EDUCATION:

University of Miami, Coral Gables, FL 2006-2010

Cum Laude | B.F.A Graphic Design & Photography, Minor Art History

Czech Republic Study Abroad . Summer 2008 | Photojournalism

American University of Paris, Paris, France Summer 2005 | Painting & Art History

## HAVENLY

Online Interior Design

Nov. 2019 - June 2020

Contract interior designer. Worked virtually with clients to bring their home design dreams to life in a timely manner while managing budgets. Provided design ideas, layout boards and 3-D renderings of the space.

## AVANTSTAY

Interior Design - Contract Worker  
West Hollywood, CA

Oct. 2018 - Jan 2019

Oversaw large home property design from conception through home installation. Sourced all finishings, including but not limited to: fixtures, furnishings, lighting & accessories. Managed budgets & schedules for each project. Directed teams through on-site installation. Photo & food styled homes for property photoshoots.

## CLIENT LIST:

GoodRx † AvantStay

Target: Mudhut † Industrial Shop

Nordstrom

Stein Mart: Nina Campbell †

Villa Lugano † Oscar & Grace

Bed Bath & Beyond

Urban Outfitters † Modcloth

Malibu Market & Design

Home Goods † TJ Maxx

Grandin Road † Acacia † Linen Source

Kohl's † Macy's † Burlington † Belks

Joss & Main † Rod's Western

JCPenny † Gilt † Zulily

## SKILLS:

Expert in Photoshop & Illustrator,

Proficient InDesign, Microsoft Word,

Excel, PowerPoint

Highly organized & process-oriented

 610.304.5467

 shellysiegel2@gmail.com

 Los Angeles, 90066

[www.shellysiegel.com](http://www.shellysiegel.com)