



Hello, I'm Ashley Roth.

TEXTILE & CONCEPT DESIGNER

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ABOUT

Passionate textile designer and illustrator with a keen eye for trend forecasting and color theory. Highly experienced in print and pattern development as well as product design. Loves learning new tech + processes. Thrives when problem solving under pressure.

SKILLS

Personal

Creative Thinking
Attention to Detail
Collaboration
Mentorship
Process Optimization

Technical

Presentation Design
Repeat Engineering
Colorway Creation
Fabric Engineering

Programs

Adobe - All
Clo
Ned Graphics - All
Miro
Procreate
Shima Seiki

EXPERIENCE

Senior Textile Designer

Target

2025 - Ongoing
Minneapolis, MN

Lead textile artist responsible for original art creation and guest artist partnerships for Target's multi-cultural heritage moments.

- Partnered with Sr. Design Director to create the overall art direction & color for each heritage moment.
- Found & collaborated with guest artists to bring their vision to life.
- Partnered with vendors & mills to ensure best possible execution across a variety of print and embellishment techniques.

Textile Designer

Target

2021 - 2025
Minneapolis, MN

Responsible for creating art direction and on-trend original art for repeat patterns and graphic designs for menswear apparel brands.

- Created 100's of best selling original patterns and colorways.
- Mentored junior team members and college students.
- Supported art creation for high profile campaigns like Pride.
- Drove significant process change and improvement to reduce redundant tasks and workload waste.

Associate Print Designer

Nordstrom

2019 - 2021
Seattle, WA

Supported print design team in creating original art for lounge, swim, and soft + hard home goods.

- Created art based on project briefs for a large variety of products.
- Engineered repeats and colorways using art created by Sr. Designers.
- Worked closely with product designers to ensure artworks delivered on the project brief.
- Maintained physical and digital print archive.

EDUCATION

B.S., Retail Merchandising

University of Minnesota, Twin Cities

Non-Degree Program, Fibers

Savannah College of Art and Design, GA