



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

Textile Designer

Target

2021 - Ongoing
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.
- Collaborated with Design Director to create and present art direction.
- Owned the design and development of the Men's Essentials product category resulting in high market share gains and strong financial results.
- 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.

Print Technician

Nordstrom

2017 - 2019
Seattle, WA

Managed the production and execution of in-house artwork for lounge, swim, and soft + hard home goods.

- Responsible for packaging and sending internal art development to overseas mill & vendor partners.
- Evaluated strike-offs and hand looms to ensure final production matched our original design vision.
- Troubleshoot printing technique issues as well as managed execution expectations based on vendor capabilities.

EDUCATION

B.S., Retail Merchandising

University of Minnesota, Twin Cities

Non-Degree Program, Fibers

Savannah College of Art and Design, GA