


# KRSTN NDRSN

## CONTACT

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## SKILLS

Business Development

Intimates & Swim

Trend Analysis

Garment Construction

Fit Solutions

Project Management

Tech packs & PLM

Line Planning

Merchandising

Pipeline Development

Illustration

Textile and Fabrics

Print Design & Dev

Sourcing

## EDUCATION

Framingham

State University

May 2009

Bachelor of Science

Apparel Design &

Merchandising

## SUMMARY

Multi-skilled designer with over nine years of experience in intimates, swimwear, loungewear & activewear. Passionate about developing thoughtfully engineered products as well as leading projects and teams with an entrepreneurial spirit. Detail-oriented with a solution-driven mindset. Enthusiastic about creating both commercial and creative designs that can be worn by women of all shapes and sizes.

## CAREER HIGHLIGHTS

**April 2011:** Started work as an associate designer at Bennett & Company, working on the Lane Bryant account after being an assistant designer for only seven months.

**October 2013:** Hired on as the first designer at Adore Me in 2013 working side by side with the Head of Design as a team of 2 until late 2015.

**December 2015:** Part of a team that experienced tremendous growth, increasing revenue from \$5.6 million to \$16.2, to \$44 million by the end of 2015.

**June 2016:** Honored with the Young Alumni Achievement Award at Framingham State University.

**May 2016:** Started her first C-Corp business, Fearlyss CO and began developing the product line, social media, and building the brand!

**December 2018:** Left her full-time role at Adore Me to take on new role at SwimUSA. Adore Me has their highest single year growth with \$84 million in revenue.

**April 2018:** Chosen as a Project Entrepreneur participant based on work done with Fearlyss CO, created by Rent the Runway and UBS.

**December 2018:** Kona Sol at Target launches! A new contemporary swimwear brand designed largely by Kristen and her team while she worked at Swim USA.

**February 2019:** Pivoted her business into KRSTN NDRSN LLC and earned our first client's business, adding fuel to the fire!

**July 2019:** Quit her full-time job at SwimUSA to travel to Bali to focus on learning print design, health and wellness and transforming her side hustle at the time, KRSTN NDRSN into a full-time design studio.