
JODEY SIMMONDS

FASHION DESIGNER / FASHION INSTRUCTOR

A multifaceted fashion industry professional. Successfully launched women's and men's collections in Europe, Asia, and North America. Proven hands on teaching skills and design expertise.

CONTACT

☎ : 07925271369

✉ : jodeyjune@gmail.com

📍 : Norwich UK

🌐 : www.jodeyjune.com

EXPERIENCE

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| ACADEMY OF ARTS UNIVERSITY
San Francisco, CA, USA | ONLINE FASHION INSTRUCTOR
MA FASHION DESIGN | 2015 - 2020 |
| | Mentored students in finalizing their graduation portfolio while fostering strong industry connections. Coached students in competition projects, including the winner of Rei Kawakubo / Comme Des Garçons : Art of the In-Between Design award at The Metropolitan Museum of Art, NYC. | |
| GAP INC
San Francisco, CA, USA | DESIGN DIRECTOR
MENSWEAR AND ACCESSORIES | 2011 - 2013 |
| | Directed and executed the design process and product development for a \$325M global business at Gap outlet stores. | |
| ACADEMY OF ARTS UNIVERSITY
San Francisco, CA, USA | FASHION INSTRUCTOR
BA & MA FASHION DESIGN | 2010 - 2011 |
| | Educated on the principles of the RTW Price point categories through industry based projects. Mentored finalists in the CFDA Geoffrey Beene Design Scholarship Award. Coached students to win internships at Abercrombie and Fitch and Levi Strauss. | |
| THE NORTH FACE
San Leandro, CA, USA | DESIGN MANAGER - WOMENSWEAR | 2006 - 2009 |
| | Design Manager of the women's sector, \$105M Tekware business. Increased sales in US by 17%, EU 15%, and Asia 35%. | |
| ISDA AND CO
San Francisco, CA, USA | SENIOR DESIGNER - WOMENSWEAR | 2003 - 2006 |
| | Updated and repositioned womenswear business, Widening customer base and Increasing sales by 12.5% to \$25M | |
| PATAGONIA
Ventura, CA, USA | DESIGNER - MENSWEAR | 2000 - 2003 |
| | Designed men's global technical sportswear line for US, Europe and Japan. | |
| DOCKERS EUROPE
Amsterdam, Holland | DESIGNER - WOMENSWEAR | 1998 - 2000 |
| | Implemented regional and country-specific fits while successfully launching the women's line. | |
| THE DEWHIRST GROUP
London, UK | ASSISTANT DESIGNER - WOMENSWEAR | 1996 - 1998 |
| | Assisted senior designer of private label products for Marks and Spencer for a £50M business. | |

EDUCATION

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| KINGSTON UNIVERSITY
Surrey, UK | BA FASHION DESIGN - GRADUATED WITH HONORS | 1993 - 1996 |
| BASINGSTOKE COLLEGE OF TECHNOLOGY
Basingstoke, UK | BTEC NATIONAL FASHION & TEXTILES | 1991 - 1996 |
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