

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

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EXPERIENCE

WESTMINSTER UNIVERSITY London, UK	MODULE LEADER FASHION MARKETING	2025 - Present
	Deliver dynamic, industry-inspired lessons for fashion styling, combining workshops, demonstrations and creative exploration, culminating in impactful presentations that mirror contemporary editorial and commercial marketing trends.	
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	
ARTS UNIVERSITY San Francisco, CA, USA	ONLINE FASHION INSTRUCTOR MA & BA FASHION DESIGN	2010 - 2024
	Guided students from concept to final product through creative design research, 2D/3D development and presentation techniques. Built industry links securing internships and competition wins with Comme des Garçons, Rag & Bone and Abercrombie & Fitch.	
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%.	
PATAGONIA Ventura, CA, USA	DESIGNER MENSWEAR	2000 - 2003
	Designed men's global technical sportswear line for US, Europe and Japan.	
DOCKERS EU Amsterdam, Holland	DESIGNER - WOMENSWEAR	1998 - 2000

EDUCATION

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