



Senior Designer & Product Developer **SERRV International**

ROLE OVERVIEW

This position is strongly connected to our mission at SERRV International, helping empower small-scale global artisans and farmers through long-term trade partnerships, helping them build sustainable employment, resources, rights, and a vision of hope in their communities.

Reporting to the Director of Merchandising and Product Development, the Senior Designer & Product Developer will lead the design and development of their specific product categories, drive a holistic design aesthetic and have an active role in planning and implementing our trend, color, material and finish for the season. This role is closely connected to our 40+ artisans and will strongly partner with them on designs to deliver quality fair trade handicrafts. You will need to be highly collaborative and able to work cross-functionally.

This role must build and communicate powerful visual merchandising strategies, review catalog proofs, plan projections for the seasonal product assortment and actively review the business to apply trends and implement changes.

RESPONSIBILITIES PRODUCT DEVELOPMENT

- Practice user-centered design approach to translate consumer insights into meaningful product solutions that will aid the artisan and connect to the consumer to the handicraft.
- Demonstrate a high level of knowledge on full product development cycle with ability to navigate through technical and business constraints for achieving the best possible quality outcomes.
- Must understand how to manufacture their designs within artisan capabilities and communicate through technical packets.
- Ability to thoughtfully communicate your designs, receive feedback and contribute tactful feedback to counterparts. Enjoy collaborating and working on team.
- Drive innovative approaches through emerging product trends or new business needs. Continued curiosity.
- Ability to design pattern/ prints and strong understanding of color, material, finish application that is brand right for our consumer.
- Conceptualize and visualize concepts through high quality illustrations and technical renderings.
- Establish and promote design guidelines, best practices, standards and cost targets.
- Self-manage efficient & timely completion of projects. Assess project priorities and adjust assignments as necessary to maintain project objectives.
- Work cross functionally with global artisans, marketing, planning and Maryland warehouse to achieve deliverables and timelines.
- Demonstrate professional and successful communication skills (verbal/written/visual) with strong and effective interpersonal abilities.
- Instinct and passion for great product (taste level), strong product point of view.
- Mentor junior design staff members to nurture their knowledge and expertise.

RESPONSIBILITIES MERCHANDISING

- Manage margins, retails, markdowns and inventory to ensure targets are met for owned product categories.
- Awareness of market trends that can translate into artisan growth and measurable results.
- Strong analytical skills and financial acumen demonstrated by the ability to analyze situations and make recommendations that are consistent with the business need.
- Own and communicate markdown recommendation process.
- Make quantity and retail decisions based on data provided by category research and apply to unit suggestions for your product categories at OTB.

SERRV International, Inc.

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REQUIRED EXPERIENCE & SKILLS

- BS, BA or BFA in Industrial Design or Fashion Design or similar discipline
- 10+ years of experience working as a designer/ product developer in hard or soft goods, textiles, consumer electronics or a related field
- Extensive knowledge of relevant digital design tools; Adobe Photoshop, Illustrator, InDesign and 2D sketching
- Strong detail orientation with ability to work quickly without compromising quality
- Be adaptable and take initiative to an evolving product development process
- Ability to plan and manage multiple projects, working in multiple seasons
- Proven track record for delivering products through production and to cost
- Ability to work independently, own the entire development process with minimal supervision or guidance
- Ample technical knowledge to translate your designs to manufacturing, (*Strong understanding of sewing construction, print/ pattern design and textiles is plus)
- Applied analytical thinking that leads to creative solutions and innovative ideas
- Ability to read and apply business trends and how to apply for the artisan, brand and consumer needs
- Must be organized and self-motivated, ability to work in a fast-paced, deadline driven environment
- Able to travel both Domestic and International to vendors and tradeshow
- Provide an original portfolio of creative work that clearly demonstrates an understanding of product development process & communicates a passion for product.

Location: Madison, WI

Department: Product Development & Merchandising

Direct Reports: 0

Office: Hybrid, (3 in office/ 2 remote)

Role: Mid/ Senior

Travel: 15% International/ Domestic

SERRV International offers a strong compensation package, including generous healthcare, dental, retirement and disability programs, vacation and sick leave, employee product discounts, and a casual work environment.

Candidates must be legally authorized to work permanently in the United States of America where this position is located (i.e. without time limitations, without restrictions or without need for work sponsorship).

Local candidates preferred, no relocation provided.

To apply: Please submit your resume, portfolio link or pdf to apply@serrv.org. Email subject line should read: the title of the position you are applying for, candidate name.