

Allison Landis

Creative & Technical
Designer

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ABOUT ME

Innovative Apparel Designer with a focus on concept development and visual storytelling. Expert in translating emerging trends into cohesive seasonal collections through hand-sketching, 3D virtualization, and experimental draping. Proven ability to unite avant-garde aesthetics with commercial viability, leveraging Backbone PLM and Adobe Creative Suite to lead design from initial mood board to final presentation.

EDUCATION

Iowa State University | Bachelor of Science: Fashion Design & Merchandising | *Emphasis in Creative*

& Technical Design. Expected Spring 2027

Relevant Coursework:

Computer-Aided Apparel Design: Mastered 3D digital prototyping in Browzwear V-Stitcher to execute fit virtualization, automated marker making, and size grading nests.

Patternmaking I & II: Developed production-ready paper patterns through 2D flat pattern manipulation and 3D draping, ensuring industry-standard grainlines, notches, and seam allowances.

Independent Study: Investigates the intersection of traditional fabric manipulation and modern tailoring to create a technical sample notebook and original sustainable looks

CORE COMPETENCIES

Creative Direction & Trend Synthesis: Developing original seasonal concepts and curated mood boards by synthesizing WGSN forecasting data and targeted visual analysis.

Technical Production & PLM: Leveraging Backbone PLM to engineer comprehensive Tech Packs, BOM management, and size grading accuracy.

3D Prototyping, Pattern Engineering, and Garment Construction: Executing precise 2D flat patternmaking and 3D draping on the form with advanced virtualization and drape analysis via Browzwear V-Stitcher. Expert operation of Juki DDL-8700 and MO-6700 machinery to execute complex garment assembly with a focus on structural integrity.

Design Strategy: Expert proficiency in Adobe Illustrator for technical flats and Photoshop for digital rendering, alongside sustainable upcycling and visual merchandising strategies.

DESIGN AND LEADERSHIP EXPERIENCE

The Fashion Show

Digital Media Director

Oct 2025-Present

- Manage brand identity and digital assets, ensuring visual consistency across all platforms. Coordinate runway visuals and music production for a 2,200+ attendee event.

Design Committee Member

Jan 2025-May 2025

- Coordinated garment turn-in and judging logistics while providing technical backstage support.

TREND Magazine

REWORKED Director

May 2025-Mar 2026

- Lead the inaugural committee focused on sustainable upcycling and innovative material reworking.

Couture Committee Member

Aug 2023-Mar 2024

- Styled editorial shoots and collaborated with creative leads to maintain visual brand standards.

Apparel Assembly Processes Teaching Assistant

Jan 2026-Present

- Instruct students on Juki DDL-8700 and MO-6700 industrial machines. Demonstrate advanced construction including invisible zippers and tailored collars.

ADDITIONAL EXPERIENCES

Raygun LLC

Retail Associate

May 2021-May 2024

- Executed visual merchandising and seasonal floor sets, maintaining brand-aligned aesthetic standards.

Perkins LLC

Server

Dec 2024-Present

- Manage high-volume service and team communication in a fast-paced, deadline-driven environment.