

GRACE NASS

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NEW YORK, NY

ABOUT

Designer and illustrator with a background in soft goods, branding, and visual storytelling. Experienced in leading seasonal product development, color direction, and freelance creative projects for fashion, hospitality, and lifestyle clients.

DESIGN

- Brand Identity
- Illustration
- Product Design
- Color Development
- Packaging
- Print Design
- Art Direction
- Technical Design

SOFTWARES

- Adobe Illustrator
- Adobe Photoshop
- Premier Pro
- Weavy AI
- Procreate
- PLM System

EXPERIENCE

DAGNE DOVER

2018 - Present

Design Director

(Promoted from Design Intern → Design Assistant → Assistant Designer → Designer → Senior Designer)

- Lead design development for seasonal Spring/Summer collections from concept through execution, including moodboarding, color direction, material selection, and sketching new silhouettes and novelty styles
- Develop seasonal color stories and oversee color approval processes across materials, trims, and hardware to ensure alignment with brand standards
- Manage lab dip review process, tracking and organizing color trials while communicating approvals and revisions with factories and vendors
- Create technical design files including tech packs, sample comment documents, and BOMs (Bill of Materials) within PLM systems for factory production
- Design custom prints and graphics in Premier Pro / Photoshop / Adobe Illustrator for use across novelty collections and seasonal capsules
- Produce seasonal mood boards, line sheets, and collection presentation decks for internal teams and buyers
- Create 3D renders and visual mockups of new products to support design development and streamline the sampling process
- Partner with development teams and factories to spec custom hardware and trim components including zippers, clips, wheels, and branded detailing
- Manage and mentor interns and collaborate cross-functionally within a small design team to support workflow and project execution
- Coordinate closely with factories and production partners throughout the product development lifecycle to ensure quality, consistency, and timely execution
- Present seasonal collections to retail and customer service teams, providing product education on new styles, colorways, functionality, and anticipated customer feedback
- Develop product knowledge guides, training documents, and educational video content to support internal team onboarding and product launches
- Support creative direction during product photoshoots by ensuring styling, product presentation, and visual details accurately reflect brand and design intent

Freelance Graphic Designer & Illustrator

2020 - Present

- Collaborate directly with clients to develop custom brand identities, logo systems, and illustrated assets tailored to individual business and event needs
- Design custom merchandise graphics and apparel details including hangtags, labels, packaging elements, and fit/design specifications
- Create bespoke invitations and event collateral for weddings, bridal showers, baby showers, bachelorette parties, and other special events
- Develop cohesive event branding assets including signage, menus, photo backdrops, merchandise, and printed materials
- Partner with local bakeries, cafés, and small businesses to design menus, printed collateral, and in-store visual assets for physical spaces
- Produce custom illustrations, paintings, promotional graphics, and print materials for marketing campaigns, flyers, and social media content
- Manage projects from initial concept through final production while maintaining clear communication, timelines, and client feedback processes

EDUCATION

PARSONS SCHOOL OF DESIGN

2017 - 2021

Bachelor of Fine Arts (BFA) in Integrated Design & Illustration