

KETZYA RIOS



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ATHLETIC APPAREL DESIGNER | GRAPHIC DESIGNER | PRODUCT DESIGNER CONTENT CREATOR | SOCIAL MEDIA MANAGER

- Proven ability to lead design teams and drive creative direction in the development of athletic apparel collections
- Effective at collaborating with diverse teams and stakeholders to align designs with brand vision and achieve project goals
- Proficient in trend forecasting and analysis, enabling the identification of emerging trends and opportunities for innovation

Enthusiastic and innovative designer with over 15 years of dynamic experience in athletic apparel design, social media management, and graphic design. Proven track record of creating complete collections, crafting unique designs for top athletes, and driving brand growth through innovative marketing strategies. Adept at managing diverse design teams and collaborating closely with stakeholders to align designs with brand vision. Skilled in all aspects of design process, from concept development to final execution. Passionate about shaping distinctive brand identities and pushing the boundaries of creativity within the realm of athletic apparel.

HARD SKILLS

TECHNICAL DESIGN
ATHLETIC APPAREL
TYPOGRAPHY
LOGO/BRANDING
COLOR SEPARATIONS
PRINT LAYOUT
ILLUSTRATION
PACKAGING
DYE SUBLIMATION
CONTENT CREATION



WORK EXPERIENCE

2022 - Current
[Imperial Point](#)

Creative Director - Senior Designer

- Spearheaded custom sports uniform designs for college and club teams, achieving a 100% client satisfaction rate
- Managed content creation and acted as a one-person marketing department, overseeing social media channels, marketing materials, ads, and collateral
- Led marketing campaigns, email blasts, and utilized 3D renders for web design
- Demonstrated custom design leadership, diverse design management, and innovative strategy development

2017 - 2022

[Lacrossewear/Dynasty Athletics](#)

Senior Apparel Graphic Designer

- Led design initiatives for a medium-sized athletic apparel brand, driving a 54% increase in product sales
- Created graphic artwork, managed new product development, and spearheaded technical designs
- Developed seamless textile patterns and 3D garment renders, enhancing product visualization
- Collaborated on web development and layout design, as well as pattern layout for printing processes

2016 - 2017

[HYLA USA](#)

Senior Graphic Designer

- Contributed significantly to the creation of packaging and marketing materials across diverse channels
- Crafted compelling collateral for sales presentations and advertising, both in print and digitally
- Managed product photography, web design, and social media content creation
- Played a pivotal role in driving sales through innovative marketing strategies, contributing to a record-breaking year

2008 - 2015

[TLF APPAREL/BSN](#)

Senior Designer - Apparel Manager

- Led a dynamic design team specializing in men's and women's athletic apparel, contributing to brand building from inception
- Managed tasks and collaborated closely with stakeholders to align designs with brand vision
- Oversaw global sourcing and cultivated strong supplier relationships
- Expanded brand's organic social media presence and created designs for UFC athletes, integrated into UFC video games

SOFT SKILLS

COLLABORATION
COMMUNICATION
CREATIVITY
ADAPTABILITY
TIME MANAGEMENT
PROBLEM-SOLVING
INNOVATION
LEADERSHIP

LANGUAGES

FLUENT IN ENGLISH AND SPANISH

EDUCATION

BFA, Fashion Design

Art Institute of Fort Lauderdale

BFA, Graphic Design

Art Institute of Fort Lauderdale