

KETZYA RIOS

Lead Apparel Graphics & Accessories Designer

Lead Apparel Graphics • Accessories • Brand Development • Creative Direction • Product Development

Coconut Creek, FL | (561) 374-1983 | info@vixen-designs.com | www.vixen-designs.com | [linkedin.com/in/ketzya-rios](https://www.linkedin.com/in/ketzya-rios)

PROFESSIONAL SUMMARY

Creative apparel design leader with 15+ years of experience developing apparel graphics, accessories, trims, and complete product collections for performance, lifestyle, and team sports brands. Proven ability to translate brand vision into commercially successful products through creative direction, strategic thinking, and hands-on execution. Experienced leading projects from concept through production while partnering with founders, executives, vendors, and cross-functional teams to strengthen brand identity, improve product quality, and deliver meaningful business results.

CORE EXPERTISE

Creative Leadership

- Creative Direction
- Art Direction
- Brand Identity
- Brand Storytelling
- Visual Design Systems
- Team Mentorship

Apparel Design

- Apparel Graphics
- Collection Development
- Accessories Design
- Trim Development
- Textile & Print Design
- Technical Design

Product Development

- Vendor Management
- Trend Forecasting
- Manufacturing Collaboration
- Cross-Functional Leadership
- Adobe Creative Suite
(Illustrator, Photoshop, InDesign)

PROFESSIONAL EXPERIENCE

Lead Apparel Graphics & Accessories Designer

TLF Apparel | 2024–Present

Lead the creative development of apparel graphics, trims, accessories, and seasonal collections for a premium performance and lifestyle brand. Partner directly with executive leadership to evolve the brand's visual identity while managing projects from concept through production.

Selected Contributions

- Lead apparel graphic development across men's and women's collections, ensuring consistency with seasonal product direction and brand identity.
- Helped establish and launch new revenue-generating accessories categories through premium headwear and bag collections.
- Developed trim systems and branding details that improved product consistency while reducing SKU complexity and manufacturing costs.
- Created multiple evergreen graphics that continue to generate repeat business through ongoing reorders.
- Designed one of the company's highest-performing graphic tees during presale.
- Developed the visual identity system across hats and bags.
- Created the innovative Oneness Cord, integrating the drawcord and aglet into a single construction to improve durability and eliminate detached aglets.
- Mentor designers through weekly creative workshops focused on Adobe workflow, production knowledge, and design efficiency.
- Partner with vendors to improve product quality, shorten development timelines, and strengthen manufacturing consistency.
- Collaborate directly with leadership to help define seasonal creative direction and long-term brand identity.

Creative Director | Senior Designer

Imperial Point | 2022–Present

Directed all creative initiatives for a custom athletic apparel company, overseeing apparel design, branding, marketing, photography, digital media, and content creation while serving as the organization's lead creative professional.

Selected Contributions

- Designed custom athletic uniforms for collegiate programs, private-label brands, and professional athletes.
- Produced one-of-a-kind custom uniform concepts with a 100% client approval and sales success rate.

- Directed branding, advertising, social media, email marketing, product photography, and creative campaigns.
- Developed marketing collateral, sales presentations, catalogs, and promotional materials.
- Created 3D apparel visualizations and product renderings for customer presentations and marketing.
- Led creative direction for product photoshoots from concept through execution.

Senior Apparel Graphic Designer

Dynasty Athletics | 2017–2022

Led apparel graphics and product development for a vertically integrated athletic apparel manufacturer, creating production-ready artwork from concept through manufacturing.

Selected Contributions

- Increased product sales by 54% through innovative apparel graphics and product development.
- Designed apparel graphics, textile prints, and production-ready artwork across multiple product categories.
- Developed technical artwork and production files for domestic and overseas manufacturing.
- Collaborated with product development and manufacturing teams throughout the production lifecycle.
- Supported website graphics, marketing initiatives, and product launches.

Senior Graphic Designer

HYLA USA | 2016–2017

Served as the company's sole creative designer responsible for packaging, advertising, photography, marketing collateral, digital content, and brand development.

Selected Contributions

- Designed packaging, print collateral, digital advertising, and sales materials.
- Produced product photography and image retouching for marketing and e-commerce.
- Contributed creative initiatives that supported the company's highest-performing sales year.

Senior Designer | Apparel Manager

BSN (Fortune 500 Company) | 2008–2015

Promoted to become the company's youngest executive while leading apparel design and product development for men's and women's athletic collections.

Selected Contributions

- Managed and mentored a four-person apparel design team.
- Helped build the athletic apparel division from the ground up.
- Oversaw global sourcing, vendor relationships, sample approvals, and product development.
- Collaborated directly with executive leadership on seasonal product direction and brand strategy.
- Expanded the company's social media presence through apparel-focused content.
- Designed licensed apparel featured by UFC athletes and integrated into the UFC video game franchise.

EDUCATION

Bachelor of Fine Arts – Fashion Design

Art Institute of Fort Lauderdale

Bachelor of Fine Arts – Graphic Design

Art Institute of Fort Lauderdale