



# Ericka Napp

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## Employment

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Sears Holding Corp. | Senior Product Designer, Soft Home | January 2016-Present (& Previously 2005-2007)

Lead Designer for the Sears in-line brands. Brainstorm, develop and identify unique home trends, fabrication, and color palette. Skilled in team collaboration in order to communicate objectives, organize workflow, and achieve successful results. Support Global Sourcing in achieving the best product for the best price, by traveling overseas to textile shows in order to improve vendor matrix. Attend international trend shows to stay on the forefront of home decor trends.

Pottery Barn | Head Design Manager, Textiles | 2015-2016

Lead the brand's product development efforts to design and create innovative, functional and stylish items for all soft home channels. Support the buying groups design/development needs across all categories. Develop the themes and vision for each season that reflects the mood, market trends and customer/business needs.

University of Wisconsin-Madison | Designer & Curatorial Assistant - Gallery & Textile Collection | 2011-2014

Assist in curatorial roles for renowned Helen Louise Allen Textile Collection (HLATC). Lead graphic designer for all Design Gallery and HLATC signage including annual calendars, flyers, brochures and all exhibition print material. Manager of Ruth Ketterer Harris Textile library.

Kohl's Corporate | Product Designer, Soft Home | 2010-2011

Fully responsible for entire product design process to include color, print, fabrication and concept board creation. Actively participate in the conceptual development of product lines. Responsible for seasonal presentations with merchant teams and PD working sessions.

Nostalgia Home Fashions | Product Designer, Fashion Bedding | 2007-2009

Major designer of quilts, window treatments and tabletop. Provide trend analysis, forecasting and color direction for the top of the bed. Accountable for all print development including conceptualizing, drawing, cleaning, and putting into repeat. Provide all visual materials to the sales staff for presentations. Involved in all aspects of the spring and fall Home Textile Markets in New York.

Lands' End | Textile Development Specialist | 2003-2005

Responsible for daily communication with various factories in India, China, Turkey and Pakistan. Interact with CAD department as it relates to print development across all design categories. Key point person between external color standard service, internal color lab and design teams.

## Education

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Master of Fine Arts | Design Studies | 2014 University of Wisconsin-Madison

Bachelor of Science | Textile & Apparel Design | 2002 University of Wisconsin-Madison

Associate in Applied Science | Surface Design | 2003 Fashion Institute of Technology, New York, NY