

# JORDYN KNISLEY

ART DIRECTION - FASHION STYLING - FASHION DESIGN

## CONTACT

- 443-239-2101
- jordynknisley@gmail.com
- @jordynknisley
- www.jordynknisley.com
- 2880 Cox Neck Rd Chester, MD 21619

## SKILLS

Photo Art Direction  
Fashion Styling & E-commerce  
Fashion Design & Construction  
Hollow/Still-life Styling and Photography  
Design Styleguides  
Adobe Suites / Capture One  
Leadership & Teamwork  
Problem Solving

## EXPERTISE

- Collaborative with the ability to push boundaries for creative content.
- Passionate about branding, fashion styling and trends with an understanding of various body types
- Adaptive and resilient to ever-changing timelines, requests, and deliverables.
- Self-motivated, hardworking, and well organized.

## EDUCATION

BFA Fashion/Apparel Design

Savannah College of Art and Design

2010-2014

## PROFILE

Art Director and Stylist with extensive experience in the e-commerce and fashion industry. Driven and passionate creative who thrives in fast paced environments. Innovative and conceptual creator, skilled at merging art with e-commerce through detailed product knowledge and brand awareness.

## WORK EXPERIENCE

### Associate Art Director

Accenture Song 2020 - 2023

Lead Art Director under the Creative Director's guidance, to ensure elevated brand expression and alignment with Under Armour's business objectives.

- Drive the client's brand vision and maintain a consistency of content for e-commerce photography for pdp and marketing
- Assist the Creative Director in maintaining/updating brand guidelines, seasonal templates and photography guidelines
- On-set Art Direction: directing on-set crew of four, making live selects to be processed out day of shooting, delivering 160+ on model images daily
- Oversee creative for still-life footwear styling/training from start to finish. Work closely with in house photographers and retouchers to achieve brand cohesiveness
- Partner with in-house retouching team to ensure what is captured on set shows up properly on the website, providing direction and feedback on level of retouching for each apparel category
- Implement new workflows to improve efficiency and lower production cost

### Freelance Creative

Art Direction/Stylist/Assistant Stylist 2017 - Present

- Clients: Robinhood (#IAmAnInvestor Commercial), Under Armour Brand, BaM Productions Co.

### Fashion Coordinator / Stylist

Splashlight 2017 - 2020

Creative and operational liaison between Under Armour and all creative departments within the Splashlight e-commerce studio through detailed product knowledge and brand awareness. Ensure all styling guidelines are met and images are on brand.

- Coordinate and style out looks for daily on-figure shoots that maximize productivity without sacrificing quality on set (Avg. 40 per day)
- Strive for continual elevation of imagery that meets Under Armour brand standards
- Organize and monitor seasonal prop closet to ensure a well maintained inventory
- Lead the ordering of new seasonal props
- Work cross-functionally with client to understand the aspects of each teams designs and styling guidelines
- Create and maintain detailed client based style guides, work flow charts and on-set tools to ensure consistency of on set production
- Styling on-figure sets from client approved guidelines; pin and manipulate fabric to ensure garments are photographed correctly and fit properly
- Assist with on site art direction and approval of selected imagery for UA.com
- Individually operate Hollow and Still-Life sets using client approved style guides while maintaining set productivity
- Promoted from Merchandise Associate (Aug 2017-Jan 2018)

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## REFERENCES

### Chelsea Baldwin

- 443-528-8167
- chelsea.bldwn@gmail.com

### Derek Miller

- 717-668-3299
- derekandvee@gmail.com

### Lindsay Rochette

- 443-880-6336
- lrochette@underarmour.com

## WORK EXPERIENCE

### Assistant Stylist/Hollow Stylist

Creative Drive 2016 - 2017

Assisted with styling on-figure and off-figure sets to execute Under Armour's creative vision.

- Properly style e-commerce hollows - Men's, Women's & Youth, using client based style guides while maintaining set productivity (Ave. 40 per day)
- Receive, label and organize merchandise using digital asset manager program (View)
- Assist Lead Stylist on special projects - Team Sports Catalogue, Back to School, Brand Shoots and Editorials
- Assisted on-figure sets; steam garments, maintain proper pairings on set, organize shot list efficiently and accommodate model requests

### Lead Designer

The Original Flap Happy 2015 - 2015

Lead the creative design and exploration of new prints, patterns and silhouettes to create a meaningful and successful seasonal clothing line, while overseeing all channels of production from start to finish.

- Designed textiles and graphics for children's apparel and accessories
- Presented seasonal collections to sales team and retailers for wholesale purchases
- Source fabrics and trims from local distributors
- Use Pattern making skills to create on trend children's apparel and accessories
- Work closely with in-house sample makers to achieve desired designs
- Approve grading and markers for new patterns to easily mass produce
- Lead communication with dye and textile printing houses on sample quality and approval of final fabrics
- Design holiday capsule collections with partners (ex: Zulily)

### Production/Quality Control Associate

Yana K 2014 - 2015

- Responsible for quality control of products through stages of production
- Oversee a team of subcontractors (10-12 sewers & cutters)
- Execute estimates and purchase orders utilizing Quickbooks, fulfilling orders for showrooms and boutique clients
- Receive and distribute finished merchandise to all clientele
- Organize pattern and sample rooms
- Source and purchase fabrics and trims from local vendors
- Promoted from Production/Quality Control Intern (Sep 2014 - Dec 2014)

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## REFERENCES

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### **Chelsea Baldwin - Creative Director at Accenture Song**

📱 443-528-8167

✉️ chelsea.bldwn@gmail.com

### **Derek Miller - Owner of DV Real Estate Marketing**

📱 717-668-3299

✉️ derekandvee@gmail.com

### **Lindsay Rochette - Studio Operations at Under Armour**

📱 443-880-6336

✉️ lrochette@underarmour.com

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