




ERICA HOLUBOFF

CONTACT

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WORK EXPERIENCE

KIDS SUN DESIGNER/ PRODUCT MANAGER

Foster Grant | Nov 2013 - Present

- Manage and design licensed/generic kids sunglasses from concept stage to final production.
- Communicate technical design information as well as negotiate pricing with factories.
- Research and create seasonal mood and “key concept” boards.
- Ensures timely development of line by adhering to time and action calendars.
- Create licensed product and maintain relationships with licensed partners such as Disney, Marvel, Hasbro, and Nickelodeon.
- Create and Maintain Line sheets in partnership with Sales team to place orders.

YOUNG MENS PRODUCT COORDINATOR

SEARS/KMART | Apr 2013 - Nov 2013

- Working with design team on brand research and inspiration boards
- Use Illustrator and Photoshop to create Artwork Pitch Sheets and Graphic Pitch Sheets
- Setting up and inputting styles into Flex PLM • Editing and setting up tech packs

FREELANCE MENS KNITS PRODUCT COORDINATOR

Nautica | Dec 2012 - Apr 2013

- Editing and setting up tech packs
- Setting up PLM files
- Maintaining and updating boards
- Help in preparation of line review meetings.

EDUCATION

BACHELOR OF ARTS IN ILLUSTRATION

School of Visual Arts | 2005 - 2009