

PIPER GROSSWENDT

creative operations /
project management

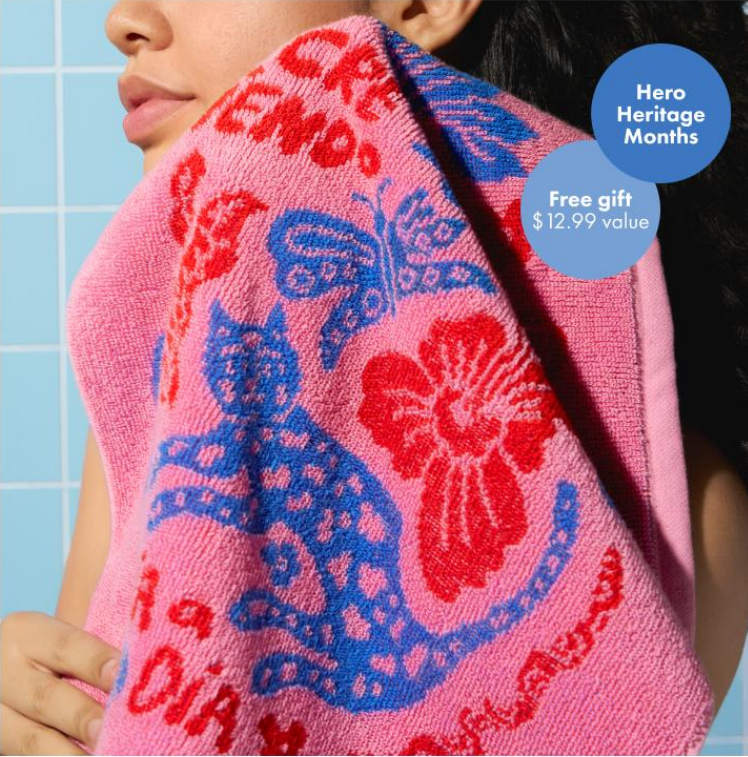
PREVIOUS WORK

Hero.

Senior Creative
Ops Manager

Hero.

ShopAboutRewardsReviewsSkin SchoolNow at Target



Hero Heritage Months

Free gift \$12.99 value

Celebrating Latinx Heritage Month

Get a free limited-edition hand towel designed by Colombian-American artist Daniela Jordan-Villaveces with any order \$40+ (\$12.99 value).

Shop Now



About Daniela's design

"When thinking of Latinx Heritage, I want to convey the interconnectivity of different societies and landscapes through visual language. There are so many of us identifying under this banner and at the same time, our culture spans different countries, latitudes, and traditions. My icons and illustrations are inspired by the natural world as well as man-made objects woven through the commonality of the Latinx universe. Regardless of history or geography, to be Latinx is to be joyful, tenacious, and resilient. I hope to reflect this through my work."



9:41

Hero.

Pimple Hero >



Hero Heritage Months

Hurry! 🇺🇸 We're almost out of the limited-edition Latinx Heritage Month hand towel. Snag it now when you spend \$40+ (\$12.99 value). Shop Now <LINK> Terms apply.

Camera

App Store

iMessage

Microphone

App Store

App Store

App Store

App Store

App Store

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Hero.

Hero Heritage Months

Celebrating community, culture, and connection

In honor of Latinx Heritage Month, get this exclusive hand towel designed by Colombian-American artist Daniela Jordan-Villaveces (@libritos) free* with any order \$40+ (\$12.99 value).

Shop Now



About Daniela's Design

"When thinking of Latinx Heritage, I want to convey the interconnectivity of different societies and landscapes through visual language. There are so many of us identifying under this banner and at the same time, our culture spans different countries, latitudes, and traditions. My icons and illustrations are inspired by the natural world as well as man-made objects woven through the commonality of the Latinx universe. Regardless of history or geography, to be Latinx is to be joyful, tenacious, and resilient. I hope to reflect this through my work."

Learn More

Celebrating unity through uniqueness

This month, we celebrate the rich diversity of voices that shape Latinx culture. We're making a one-time donation of \$10,000 to Hispanic Scholarship Fund, dedicated to all our Hispanic & Latinx heroes.

Learn More

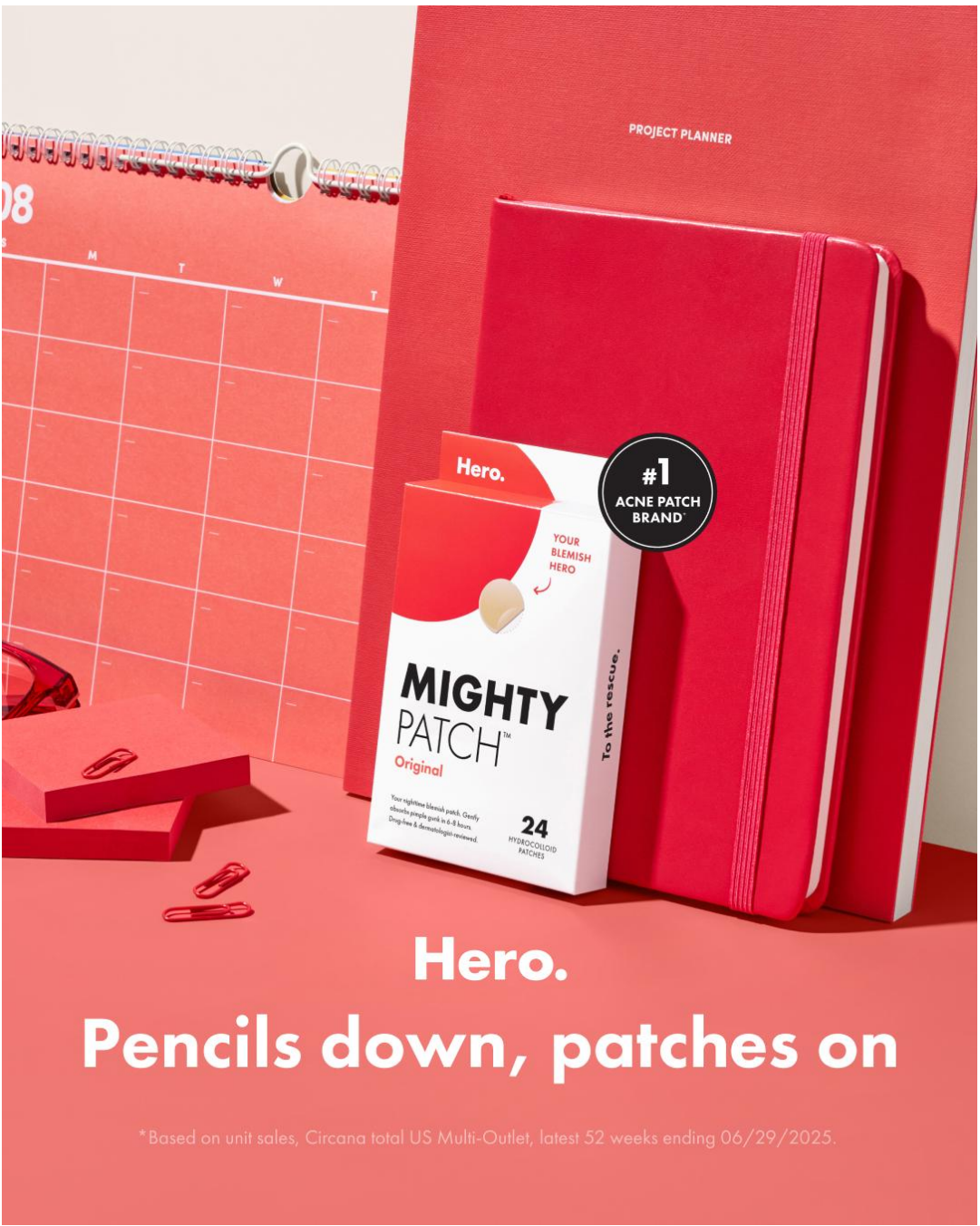
Hero. x DANIELA JORDAN-VILLAVECES

Daniela Jordan-Villaveces

September 2025
Latinx Heritage Month
GWP campaign
multichannel assets

Hero.

Senior Creative
Ops Manager



August 2025
Back to School campaign
multichannel assets

Hero.

Senior Creative
Ops Manager



Fade the look
of dark spots



Shrink the look of
whiteheads in 6 hours



Target pimples (and
what they leave behind)



For during (and after)
a pimple



Your dream patch duo

- Mighty Patch™ Original
Absorbs pimple gunk in
just 6 hours.
- Micropoint™ for Dark Spots
Helps with the look of
post-blemish dark spots.



EVERLANE

Senior Creative
Ops Manager



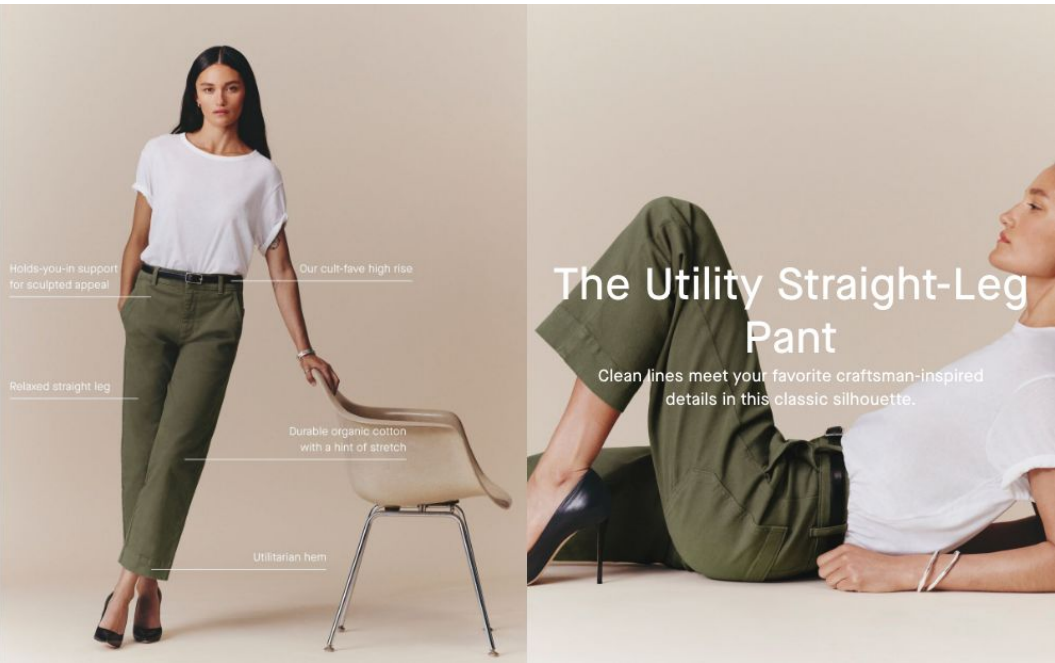
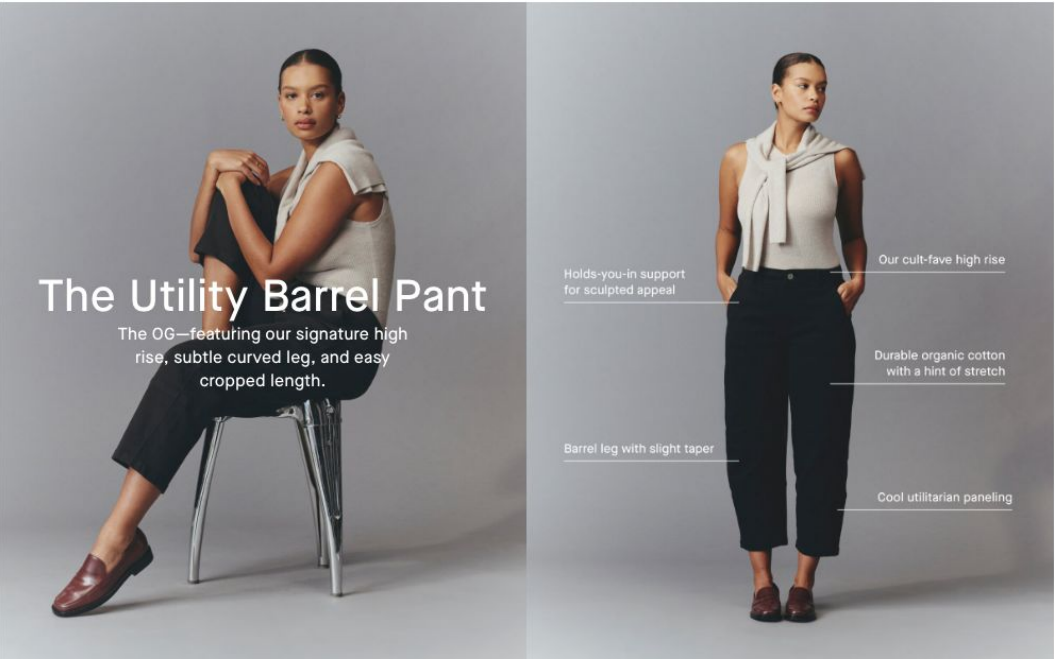
The Utility Family

Hundreds of thousands of people obsess over our best-selling Utility Barrel Pant in URL and IRL. So we took the same fit you love—waist-nipping high rise, hold-you-in support, subtle stretch—and made it in 4 different leg shapes.

SHOP THE COLLECTION



August 2024
Utility Pant campaign
site, email, & retail creative



Hundreds of thousands of people obsess over our best-selling Utility Barrel Pant in URL and IRL. So we took the same fit you love—waist-nipping high rise, hold-you-in support, subtle stretch—and made it in 4 different leg shapes.



Consistent fit. All the ways to wear. Consider these the ultimate replacement for your skinny jeans.



The Utility Barrel Pant
The OG—featuring our cult-fave high rise, cool curved leg, and easy cropped length.

SHOP NOW



The Utility Straight-Leg Pant
Clean lines meet your favorite craftsman-inspired details in this classic silhouette.

SHOP NOW



The Utility Curve Pant
We turned up the volume with a more statement curve that gives sculptural appeal.

SHOP NOW



The Utility Wide-Leg Pant
For those who like the extra leg room—on planes and in pants.

SHOP NOW



The pant in everyone's cart right now? The Utility Barrel, obviously. With over 190k pairs sold, here's what you're loving about them.



★ ★ ★ ★ ★

"Nice and snug at the waist, no gap in the back, good in the butt, and comfy around the thighs/legs... It's usually hard to find pants that fit in every area!"
—Mcread

SHOP NOW



★ ★ ★ ★ ★

"The great fit, high waist, deep front and back pockets—I love everything about them! And so comfortable! I just can't seem to get enough!"
—AmySS

SHOP THE UTILITY COLLECTION

EVERLANE

Senior Creative
Ops Manager

[2023 Impact Report](#)



Reimagining the Fashion Cycle

At Everlane, we're not big on trends. We design timeless staples that you can wear forever and then pass down, instead of toss out. It's our way of fashioning a better future.

The rise of fast fashion and overconsumption continues to strain our natural resources, pollute our environments, and contribute to a staggering increase in clothing that ends up in landfills. It has been widely reported that 87% of fiber used for clothing is incinerated or disposed of. This contributes to harmful dumping grounds in parts of the Global South, microfiber pollution in our oceans and waterways, and is exacerbating the impacts of climate change. Amidst these alarming statistics surrounding clothing disposal and its detrimental effects on the environment, we stand firm in our commitment to designing for the long term.

The Path to Circularity

To support the path to circularity, we are focusing on extending the life of our product—we want our products to be part of our customers' forever wardrobe, and ideally have a life beyond that. We are directing our attention to our design approach and processes, ensuring that each product we create has a clear purpose and functionality in a forever wardrobe.

Building on our success with the Forever Sneaker (our first fully-circular product, launched in 2021), we continue to explore the tactic of designing product built for circularity, incorporating repair and designing for disassembly and recycling

wherever possible. In 2024, members of our design, product development, and sustainability teams will learn from experts in a circular fashion training course to cultivate these ideals within our product team. We also encourage our customers to participate in the resale market and sharing/swapping, ensuring that Everlane products never end up in landfills.



The Forever Sneaker—designed to be fully recyclable at end-of-life.

EVERLANE

*Senior Creative
Ops Manager*

Holiday 2022 custom neons

L: Washington, DC

R: San Francisco, CA





Creative Producer

Fall for Duncan Hines

Bake up something EPIC.

Shop now

Duncan
Hines.

Sponsored

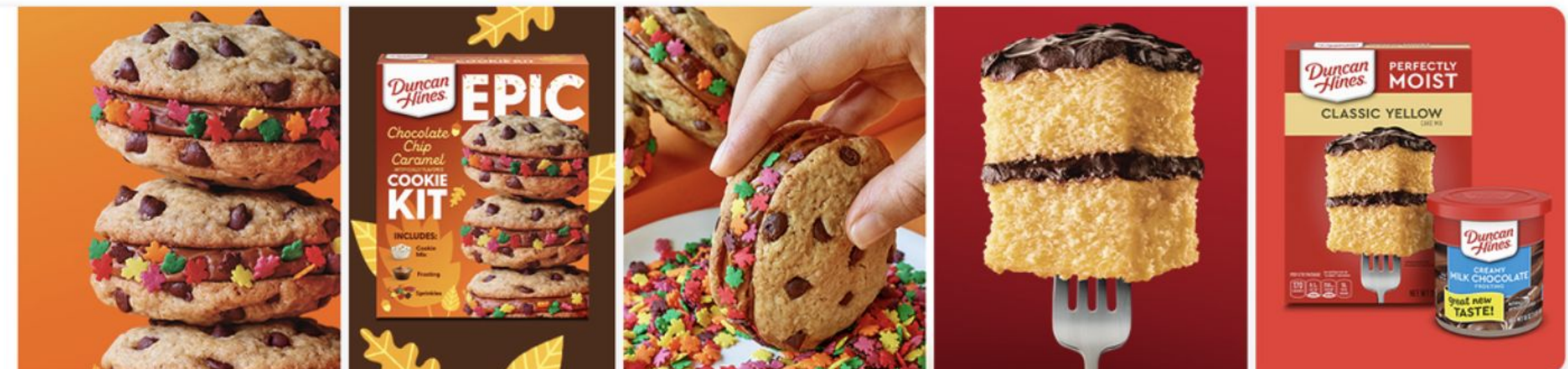


Duncan
Hines.

Fall for Duncan Hines

Bake up something EPIC.

Shop now



Sponsored

onsite ad for Duncan Hines



Creative Producer

Frightfully fun

Delight kids with sweet, fruity treats.

Shop now



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Frightfully fun

Delight kids with sweet, fruity treats.



Shop now

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Frightfully fun

Shop now



Frightfully fun Sweet treats for kids. [Shop now](#)



Frightfully fun Sweet treats for kids. [Shop now](#)



Frightfully fun



Sponsored



Frightfully fun

Delight kids with sweet, fruity treats.

Shop now



Sponsored

onsite ad for Ring Pop



Creative Producer



Fuel for school

Tasty, oven-baked,
& easy to prepare.

[Shop now](#)

Walmart 



 **Fuel for school**

Tasty, oven-baked, & easy to prepare.

[Shop now](#)

Fuel for school

Tasty, oven-baked,
& easy to prepare.

[Shop now](#)

Walmart 



Fuel for school

Tasty, oven-baked,
& easy to prepare.

[Shop now](#)

Walmart 

 **Fuel for school**  [→](#)

onsite ad for Sara Lee / Thomas



Creative Producer



Crusts worth craving

Crunchy toppings & melty mozzarella.

Shop now



Crusts worth craving
Crunchy toppings & melty mozzarella.



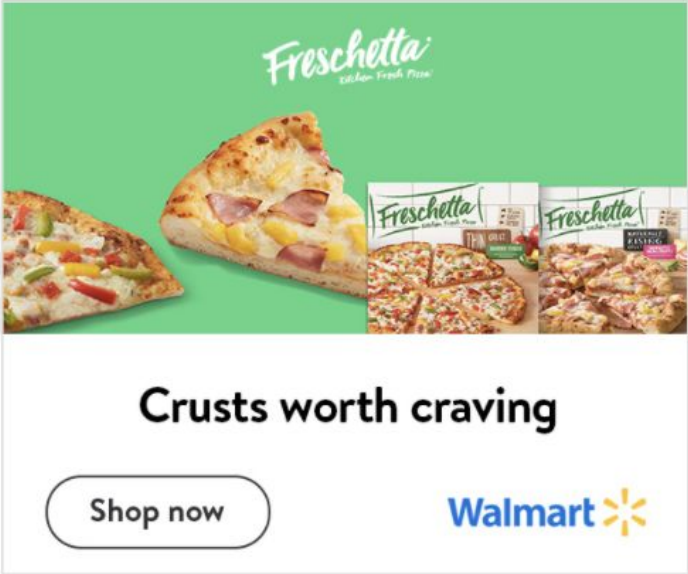
Shop now



Crusts worth craving

Crunchy toppings & melty mozzarella.

Shop now



Crusts worth craving

Shop now



Crusts worth craving



wework

*Art & Graphics
Project Manager*

Downtown Los Angeles, CA



wework

*Art & Graphics
Project Manager*

San Francisco, CA



wework

*Art & Graphics
Project Manager*

Los Angeles, CA



SOM

*Project
Coordinator,
Interiors*

L: Moscone Center
San Francisco, CA

R: UC Merced Student Center
Merced, CA



thank you!