

SOPHIA NAUREEN AHMAD

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Colorist, designer and writer with 13 years' experience working with global brands in the fashion, footwear and product space.

EXPERIENCE

Nike, Beaverton, OR. *Color Designer II —Women's Performance Apparel, Fitness. April 2021 – Present*

- Worked toward a fulltime position after 14 months on remote contract via Aquent
- Conceptualize color narratives; ideate trend research and concepts with cross-functional teams
- Design colorways in Illustrator and present to broader teams for women's fitness apparel
- Collaborate with apparel, graphic & print teams to design cohesive, consumer-right collections
- Partner with product management and merchandising teams to create salable product assortments
- Product lines include: Nike Pro, ETC, Statement Fleece, Nike One Essentials, Motherhood

New Balance, Boston, MA. *Concept, Color and Materials Design Apprentice. July 2019 – May 2020*

- Worked closely with concept director and design managers to develop global color palettes
- Ideated multiple color directions that were rolled out to product level, impacting all categories
- Shared out trend reports; influenced high-level presentations through language and imagery
- Designed multiple kids footwear colorways — created moodboards, applied color to line art in Illustrator and completed tech packs; worked with product managers and presented design work
- Developed new custom seasonal colors with suppliers; contributed new color names
- Reviewed suede palette with light box; managed and communicated challenges with Asia team

Macy's, New York, NY. *Color R&D Assistant. April – December 2017*

- Partnered with vice presidents and fashion directors to select the season's key colors
- Presented image research and trend reports to brand leadership and design teams for private labels
- Designed and facilitated color and trend forecasting workshop for students at FIT

Express, New York, NY. *Fabric and Trim R&D Assistant. March 2016 – March 2017*

- Managed design team's sample yardage and development needs
- Attended fabric shows; researched trends and selected new fabrics
- Built new library systems for fabric and trims, improving cross-functional relationships

American Eagle Outfitters, New York, NY. *Color Assistant (Periodic Contract). January 2013 – October 2015*

- Evaluated fabric lab dips with lightbox, spectrophotometer and spectral data software
- Created new organization systems, improving user experience of color library for design team

SG Corporation, New York, NY. *Assistant R&D and Trend Analyst. June - December 2013*

- Provided bespoke trend presentations & apparel development services to B2B clients, including: **Macy's, Target, JCP, The Limited, Talbots, JoS A. Bank, Mango**
- Designed runway analysis for men's & women's markets with key colors, fabrics & silhouettes

dELiA*s, Inc., New York, NY. *Color, Trend and Concept Intern. October - December 2011*

- Worked closely with Trend Director to develop nine seasonal color and trend stories
- Designed trend reports for merchandising team; updated 'trend wall' with key stories
- Wrote engaging copy for presentations and social media posts; edited managers' work for clarity

alice + olivia, *New York, NY. Fabric Intern. May - December 2011*

- Color matched artwork for print designs to swatches, ensuring color accuracy in production
- Sourced fabric and leather throughout NYC's local Garment District
- Assisted Fabric Manager with organization and inventory of fabric library

PROJECT-BASED EXPERIENCE

Hoaki Books, *Barcelona, ES. 2021 - Present. Writer. [Fashion Palettes](#) / [Palette Perfect](#) / [Color Collective](#)*

- Co-authored book *Fashion Palettes* — contributed book concept, ideation, research, writing, interviewing, editing (to be published internationally and in multiple languages, June 2024)
- Contributed writing & photography to book foreword of *Palette Perfect, Vol. 2* (published May 2022)

Global Clients (*Remote*). *Creative Consultant. August 2015 – Present*

- Brands: **Trendstop, Seymourpowell, The Ideatelier, Sophicolor, Therm Outdoor**
- Projects: Color, Concept, Trend Forecasting, Branding, Social Media Content & Strategy

Staffing Agencies (*Various*), *New York, NY. Contractor — Fashion Industry. March 2012 – February 2016*

- Brands: **Victoria's Secret, Zara, Kohl's, ONE Jeanswear, Komar, Dizon Inc**
- Projects: Color, Concept, Trend, Product, Fabric R&D, Retail, Fashion Week Production

RECOGNITION

Coloro - The Color Code, *London, UK. February 2021. [The Power of Color](#)*

- Interviewed by Head of Content for video feature on brand's website and Instagram, based on my final project as an apprentice at New Balance

SKILLS & STRENGTHS

- **Software** — Adobe Illustrator, Photoshop, PowerPoint, KeyNote, WGSN, Miro
- **Color** — design, theory, palettes, naming, matching, review, light box
- **Trend** — forecasting, analysis, reporting, research
- **Design & Visual** — knowledge of footwear & apparel product development/production process (fabrics, materials, construction, trims, silhouettes), graphic design, layout and presentation design, moodboards, image research, image editing, branding, photography
- **Communication** — writing, editing, presenting, speaking, teaching, social media

EDUCATION

Politecnico di Milano, *Milan, IT. Master in Color Design and Technology*

Parsons School of Design, *New York, NY. AAS in Fashion Design. Dean's Scholarship Recipient.*

University of Virginia, *Charlottesville, VA. BA in Art History*