ALLISON ARRIOLA

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Beyond Yoga

Men's Designer | July 2025 - Present
- Curating the Men's Active / Lifestyle line from from concept to color to GTM
- Partnering with Merch to maintain volume driving styles while pushing innovation
- Present design concepts and collections to senior leadership and wholesale accounts
- Work closely with Studio Team to style and shoot for DTC assets.
- Continuously analyze the competitive market to evaluate design shifts and identify white spaces through an active/lifestyle lens.

Vans

Men's Lifestyle Designer | July 2023 - July 2025
- Responsible for insipiring new concepts of core franchises through the lense of innovation and trend relevance with a focus in Fleece, Outerwear, and Knits.
- Assist the design stragety through the lense of Vans from concept to GTM calendar.
- Maintain 60+ SKUS for each Q1 and Q2 2025 assortment.
- Maintain design decks, tech packs,and PLM systems to ensure clear communication across internal and external cross functional partners.
- Present design concepts and collections to senior leadership.
- Continuously analyze the competitive market to evaluate design changes needed to improve efficiency, relevance, profitability, and commerical viability.

Fabletics

Associate Designer | August 2019 - July 2023
- Design Lifestyle, Outerwear, and Performance styles using Adobe Illustrator
- Maintain 40+ SKUS for Q4 2022 assortment.
- Developed silhouettes that were integrated to our Core/Hero Ecosystems
- Manage multiple styles seasonally from concept to production
- Generate and maintain techpacks via PLM
- Update and maintain quarterly linesheets
- Contribute to market research on concept and color
- Organize samples, fabrics swatches, and trims to build out libraries
- Attend fittings and manage notes for sketch updates in partnership with Tech Design
- Built strong relationships with cross-functional partners in Merchandising, Retail,
- Production, PD, and E-Com

Skills Summary

- Adobe Illustrator
- Photoshop
- InDesign
- Smartsheet
- Miro
- PLM Systems
- Google Slides
- Keynote
- Figma

University of San Francisco | 2018

- Bachelor of Arts in Design
- Focus on Branding, Typography, Print making, and Interactive Design.
- Emphasis on sustainable design and activism