

ORLANDO A. CARRERAS

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ORLANDOCARRERAS.COM

BRAND STRATEGIST, CREATIVE DIRECTOR

Innovative brand strategist & creative director with deep experience creating cutting-edge products and brand experiences in the worlds of fashion, retail, and consumer products. Ability to clearly articulate creative vision and direction via consumer insights analysis and develop optimal product portfolios, create strong emotional connections for consumers, and reinforce brand identity and messaging. Understand complex business challenges and importance of driving revenue by ensuring powerful connections between the right products and effective brand presentation.

Helped nascent Gap Inc. businesses grow from zero to over \$1 billion, with direct P&L accountability, and achieved 30% revenue increase for PacSun in just 2 years. Recent consulting engagements focus on defining brands and positioning organizations for growth, and include technology and financial services clients. Earlier career experience as an entrepreneur and creator of sportswear business carried in premier retailers Harvey Nichols and Takashimaya.

SPECIALTIES

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| • Brand strategy | • Market analysis | • Product development |
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C³, CARRERAS CREATIVE CONSULTING, New York, NY **CREATIVE DIRECTOR**

2011 - PRESENT

Lead product design, brand strategy, and retail consulting engagements for clients such as Lands' End (USA and Japan), Color Siete (South American specialty retailer), Ipsos (global market research firm), and Le Sportsac, among others.

- Lead brand articulation including brand identity development, product creative direction, style guides, digital.
- Worked with client to tell brands' story, why they mattered, and their future in a strategy ultimately used by firm to raise capital and position for itself for IPO, with 60% sold 1 year post initial engagement.
- Led selection of and collaboration with architectural firm to create specialty store design for client expansion plan of 50 – 75 additional stores.

ORLANDO CARRERAS, LLC, New York, NY **CREATIVE DIRECTOR**

2007 - 2010

Founder & designer of contemporary men's apparel collection distributed to over 70 stores worldwide such as Ron Herman, Fred Segal, Harvey Nichols, Takashimaya, Tomorrowland (Japan).

- Featured and profiled in media outlets including The New York Times, Full Frontal Fashion (Sundance Channel), WWD, DNR, Financial Times, Details, Popeye (Japan), Daily Candy, Selectism, and Thrillist.

SEARS HOLDINGS CORPORATION, New York, NY **VICE PRESIDENT, DESIGN & PRODUCT DEVELOPMENT**

2003 - 2006

Motivated by making great product accessible, on-boarded and led new team of 30 and collaborated in turnaround that ultimately improved division profitability. Helped build New York Creative Studio of over 200 employees. Led overall creative vision and strategic direction.

- Focused assortments of over \$1 billion at retail by simultaneously offering product reflective of market trends and emphasizing value. Established new identities for legacy brands, worked with Grey Global Group on advertising and marketing objectives, and expanded brand portfolio to fulfill underserved demand. Reduced unit cost 30% and increased gross margin in all categories.
- Led creative and merchandising objectives, strategies, and tactics, and eliminated redundancies. Influenced an improved store experience rollout that included new finishes and fixtures, color schemes, and logo. Posted increased year over year sales at LA and NY pilots by 15% and 10%, respectively, two months after upgrade.

PACSUN, Anaheim, CA
CREATIVE DIRECTOR

2001- 2003

Hired to accelerate firm's goal of \$1billion in revenue. Directed team of 10. Led and oversaw brand expression of all PacSun brands and Vans sportswear. Led entire creative process including market research, seasonal concept initiation, and product innovation.

- Repositioned private brands and Vans sportswear. Elevated branding elements, packaging, and in-store visuals. Launched proprietary swimwear brand and added incremental \$10 million retail dollars in same year. Posted comp improvement of 7% in early 2002, and revenue increase of 25% and gross margin improvement of 3% in just 2 years. Firm ended fiscal 2003 with sales of \$1.04 billion, an increase of 22.9% over 2002, and outpaced competitors Abercrombie & Fitch, AEO, and Aéropostale.
- Led creation of first technical team that enabled enhanced prototypes and subsequent submits. Decreased unit cost 20%. Initiated test programs to determine customer appetite for newness and change.

GAP, INC., New York, NY

1990 - 2001

DESIGN DIRECTOR, OLD NAVY MEN'S WOVENS (1999 - 2001)

Initiated and managed all product details. Led organizational development committee to identify and standardize best practices across design within firm's (then) 3 brands: Banana Republic, Gap, and Old Navy. Collaborated with cross-functional teams to influence marketing, advertising, and in-store presentation. Managed staff of 7.

- Revamped assortments focusing on key programs. Elevated gross margin by 4 points and improved comp 3 points by end of fiscal 2000.

DESIGN DIRECTOR, OLD NAVY MEN'S KNITS, ACCESSORIES (1995 - 1999)

Led all creative development. Partnered with merchandising and production to improve speed to market on trend sensitive programs.

- Conceived and produced key programs to support growth as largest components in Men's business. Contributed to sales of over \$560 million (total Men's) as of fiscal 1999, with company sales exceeding \$1 billion threshold, faster than any other specialty retailer.

DESIGNER/PRODUCT MANAGER, OLD NAVY MEN'S KNITS, ACCESSORIES (1994 - 1995)

- Served as integral team member in Old Navy concept launch, with brand ultimately becoming largest in Gap Inc.'s (then) 3-tiered brand portfolio.

DESIGNER (1992-1994), GAP BRAND
ASSOCIATE DESIGNER (1990-1992), GAP BRAND

EDUCATION

THE WHARTON SCHOOL, Philadelphia, PA
UNIVERSITY OF PENNSYLVANIA

Executive Education, Specialized Coursework in Business Analytics, Business Administration, Marketing

FASHION INSTITUTE OF TECHNOLOGY, New York, NY

STATE UNIVERSITY OF NEW YORK

B.F.A., Major in Fashion Design

PARSONS SCHOOL OF DESIGN, New York, NY

Major in Fashion Design