

Jennifer Frank Rhodes

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SUMMARY

Innovative, versatile and forward-thinking designer with a keen attention to detail and an intuitive sense of color, style and understanding of consumer trends. Excellent manager of the creative process with over twenty years of experience in design, development, manufacturing and commercialization of textile products.

CORE COMPETENCIES

Textile Design & Development	Product Development	Creative Process Management
Product Claims Substantiation	Visual Merchandising	Branding & Marketing
Manufacturing Operations	Commercialization	Retail Account Development

EXPERIENCE

Twin Gingers LLC, Owner, Haddon Heights, NJ **2012 – Present**

- Design and Product Development Consulting firm serving the textile, bedding and home furnishings industries, specializing in the creation, innovation and commercialization of consumer products.
- Services include design, development and innovation of comfort products for the consumer market; textile design and styling; color, trend and market analysis; branding and marketing strategies for new product launches; sourcing textile components, management of the design and development processes and transitioning new products to production.

Philadelphia University, Adjunct Faculty, Philadelphia, PA **2015 – Present**

- Survey of the Textile Industry, a core class for Fashion and Textile majors within the Kanbar College of Design, Engineering and Commerce. Coursework includes: fiber classification and formation; spun and filament yarn processing; woven, knit and non-woven fabric formation; printing, dyeing, and finishing processes; processing equipment and basic design elements; product evaluation and government legislation. Course is taught through an integrated lecture/lab format.

The Living Classroom, Co-Founder/Co-Director

Atlantic Avenue Elementary School Garden Program, Haddon Heights, NJ **2013 – Present**

- Manage and operate a parent-volunteer based educational garden program serving children in grades K-6.
- Create, coordinate and execute a schedule that has students actively participating in the garden every fall and spring without repeating projects, from their first day of kindergarten to their last day of sixth grade.
- Design and teach lessons that are relevant to each grade's garden project and are also complimentary to the current classroom curriculum.

FXI, Product Development Manager, Media, PA **2009 – 2012**

Accomplishments

- Original product designs were produced and sold at retailers such as QVC, Bed, Bath & Beyond, Costco, Walmart.com, Samsclub.com and Anatomic Global.
- Recipient of 2010 FXI Innovation Team Award for outstanding performance on the QVC Fulfillment Team and 2011 QVC Customer Choice Award for the Home Category.
- Built QVC business from PedicSolutions brand launch to \$25MM in two years.
- Created and managed The FXI Student Design Competition for Philadelphia University in 2009 & 2010 fall semesters.

Responsibilities

- Designed and developed all new textile components and products within the Consumer Products/Retail portfolio by balancing customer and consumer needs with fashion and trend information in a manner relevant to the basic bedding/memory foam sleep products market.

- o Worked intimately with R&D engineers to test the viability of new product development as well as create and substantiate all product claims.
- o Developed new product branding and marketing strategies for both internal and external customers.
- o Standardized and streamlined product development processes and optimized supply chain to reduce non-value added steps and dramatically decrease time to market.
- o Created and maintained QA procedures for all textile components of bedding products, including federal law tags, federal flammability regulations and other testing requirements.

Belding Hausman, Inc., Senior Designer, New York, NY

2001 – 2009

Accomplishments

- o Original fabric designs were produced and sold as finished product at retailers such as Lilly Pulitzer, May Company Department Stores, JCPenney, Sears, Target and Bed, Bath & Beyond.
- o Original fabric designs were produced and distributed by companies such as Robert Allen, Carole Fabrics, Kasmir and Fabricut.

Responsibilities

- o Designed and developed custom and open-line doobby fabrics for the decorative jobber, drapery, bedding, contract, apparel and greige goods markets. Sourced and styled jacquard fabrics from international mills.
- o Conducted regular market research and trend analysis for bi-annual Market Week presentations.
- o Edited and updated color palettes for all styles in the decorative fabric collection and yarn libraries.
- o Established quality standards and procedures for Product Development Department.
- o Designed, styled and staffed the Company's space at tradeshow.

Pointcarrè USA, Systems Consultant, New York, NY

1998 – 2001

Accomplishments

- o Doubled annual sales volume of the Textile business unit.
- o Contributed to strategic development of proprietary software products.

Responsibilities

- o Established and managed accounts in woven and printed textile markets to generate sales of Pointcarrè CAD/CAM Software. Represented company at domestic and international tradeshow.
- o Provided color and design direction for CAD Specialists on staff in preparing for product demonstrations to customers and benchmark projects.

Collins & Aikman Products Company, Inc., Roxboro, NC

1996 – 1998

Accomplishments as Flat Woven Technical Designer

- o Original flat woven fabric design was in production for General Motors in select Jeep Cherokee models.
- o Completed Dornier Technician Training School for rapier looms.

Responsibilities as Flat Woven Technical Designer

- o Developed and tested doobby and jacquard fabric constructions for automotive upholstery applications.
- o Worked with yarn manufacturers to develop innovative new yarns for use by the styling staff.

Accomplishments as Third Shift Supervisor, Dobby Weave Room

- o Improved specific quality issues such as "rough cutting" through special research projects and the implementation of new procedures.

Responsibilities as Third Shift Supervisor, Dobby Weave Room

- o Managed production, quality control and labor for 150 velour weaving machines and thirty employees in the Dobby Weave Room for Automotive Upholstery.
- o Assisted Department Manager in preparing the plant for QS9000 (ISO9000) certification.

EDUCATION

Philadelphia University (Philadelphia College of Textiles & Science), Philadelphia, PA

1996

Bachelor of Science, Textile Design, Weave Concentration

- o Recipient of Hannah S. Bergman Award, Textile Design Senior Show 1996
- o Textile Design Department Alumni Honors Display at 2011 Senior Design Show
- o Member School of Design & Engineering Advancement Council 2013