



## CONTACT

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## SKILLS

User Research  
Information Architecture  
Rapid Prototyping  
Interaction Design  
Usability Testing  
User Interface Design

## TOOLS

Sketch  
Adobe Creative Suite  
InVision  
Principle  
Sketching / Illustration  
HTML / CSS

## EDUCATION

DESIGNLAB: UX Academy 2016

- Over 500 hours of combined coursework
- Three independent case studies, with unique research, analysis and user needs
- Guided with interdisciplinary curriculum, expert mentorship, and international community critiques

UNIVERSITY OF CINCINNATI:

- MBA and Master of Design 1999-2000
- Bachelor of Science in Fashion Design 1999

## EXPERIENCE

CONTRACT DESIGNER: Jakt, NYC 2017

- Product Designer for client project built with artificial intelligence

PERSONAL PROJECT: UXforAI.org, NYC 2017

- Developing resource for those in the UX industry to have a better understanding of AI, it's applications, and how design principles may need to be adjusted for it
- Connect with lead designers in the current market that develop products with AI and guide discussions to find best practices, reliable sources and industry insights as well as identify opportunities for content not yet created
- Analyze research, strategically filter content and develop initial MVP site

SENIOR DESIGNER, WOMENS: HBC / Lord & Taylor, NYC 2011 - 2015

- Led the design process from concept to final product for all women's woven categories across HBC Private Label brands for Missy, Petite and Plus size ranges
- Partnered with management to launch new brand, 424 FIFTH. Created profile for new customer with elevated product quality, based on brand matrix in market research.
- Collaborated with merchants and production teams to analyze sales trends and identify growth strategies to expand product categories within each of the private label brands
- Managed international vendor relationships, found solutions to pricing problems and production limitations between proto and final product stages
- Mentored Associate, Assistant Designer and Intern to ensure career goals aligned with team strategy, they developed understanding of process, and contributed independently

SENIOR FREELANCE DESIGNER: NYC 2009 - 2011

- Consulted with womenswear brands and analyzed markets to the unique aesthetics of each company in search of new product lines or improving their existing businesses
- Directed the creative vision and conceptual design process, provided runway trend reports, created concepts, color palettes, prints and fabrics with seasonal design direction customized to each client

SENIOR DESIGNER WOVENS: Gap Inc., NYC 2007 - 2009

- Executed a full collection from ideation to final product for all woven products
- Synthesized sales data with new market trends leading to increased comp sales in dresses by 55%
- Worked with CAD team to coordinate prints and embroideries for all categories, approximately 75% of line

DESIGNER: American Eagle Outfitters, NYC 2000 - 2006

- Implemented research, evaluated past performance and successfully expanded bottoms category by 30%
- Financially revived knits category, reversing a negative trend to double-digit positive sales for twelve consecutive months, including two months with more than 100% comps
- Built a team and delegated responsibility to six direct reports, coaching each to new goals