

Jessica Bassett

CREATIVE DESIGNER | WOMEN'S RTW | BRAND & BUSINESS BUILDER

VP-level design leader with 15+ years of experience directing multi-category women's collections across full lifestyle assortments. Experienced in scaling businesses—including a \$200M bottoms program and a \$350M+ women's portfolio, while consistently driving cohesive, brand-right assortments. Collaborative leader with expertise in design-to-value, fabric and fit innovation, trend forecasting, and consumer insights. Leverages cross-functional collaboration to deliver commercially successful collections that anticipate customer needs and drive growth.

EXPERIENCE

Design Consultant

Vineyard Vines—Women's Denim and Washed Bottoms, Childrenswear

October 2025 – April 2026

- Designed seasonal collections of girls' childrenswear and women's denim and washed bottoms, translating brand DNA into commercially successful product.
- Created original sketches, tech packs, and detailed design specs.
- Developed denim washes and finishes in partnership with laundries and mills, building a wash library that ranged from clean and classic to vintage-inspired.
- Leveraged Raspberry AI to accelerate ideation and concept development, generating and iterating on design directions, prints, and washes to streamline the path from sketch to sample.
- Used Miro to build collaborative concept boards, line plans, and seasonal roadmaps, keeping cross-functional partners aligned across design, merchandising, and production.
- Selected fabrics and trims, reviewed lab dips, fit samples, and proto samples, and provided detailed comments to drive product to final approval.
- Researched trends and shopped competitive markets to set seasonal direction.
- Collaborated daily with technical design, merchandising, and overseas vendors to ensure design intent was preserved through production.

Freelance Designer

Multiple Brands

June 2023 – October 2025

- Provide creative direction and design leadership across contemporary womenswear categories, including woven and knit tops, sweaters, pants, jackets, and suiting, managing projects from concept through production.
- Collaborate with emerging and established brands to develop bespoke capsule collections and commercially viable seasonal assortments, applying expertise in design-to-value, fit innovation, and trend translation.
- Consult as a stylist and wardrobe advisor for private clients, translating fashion trends into personalized wardrobes and standout looks, further strengthening customer insight and market awareness.
- Maintain strong global vendor and trend research connections, ensuring freelance projects remain aligned with evolving market shifts, fabric innovation, and consumer preferences.

Vice President of Design

New York & Company — Gabrielle Union Collection, Bottoms, Denim, Dresses, Suiting, Outerwear

August 2019 – May 2023

- Directed design and creative strategy for a \$350M women's portfolio across multiple categories.
- Led the Gabrielle Union Collection, a lifestyle brand encompassing all women's categories—sweaters, woven tops, knit tops, dresses, outerwear, lounge, accessories, denim, suiting, and bottoms—ensuring aesthetic cohesion and market relevance.

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- Created and scaled multiple pant programs, building a \$200M bottoms business recognized for innovative fits, fabrications and customer-focused design while meeting cost and margin targets.
- Reinvented denim category, elevating offerings with market-right washes, fits, and fashion-forward details aligned with customer insights and brand identity.
- Partnered with Gabrielle Union and her team to grow the collection to \$20M in sales, extending into children's and streetwear diffusion lines that contributed an additional 15% revenue.
- Directed styling and creative for photoshoots, lookbooks, and e-commerce campaigns for the Gabrielle Union collection; ensuring consistent brand storytelling.
- Built and managed a team of 8 designers, driving collaboration, talent development, and innovation across categories and calendars.
- Partnered closely with Merchandising, Sourcing, Technical Design, and Marketing to deliver cohesive assortments and seamless product execution.
- Championed design-to-value strategies, balancing creativity with financial targets to deliver elevated yet accessible product across categories.
- Reported directly to the EVP of Design; managed creative budgets.
- Owned and managed the creative budget; reported directly to EVP of Design.
- Traveled globally for inspiration, product development, and vendor collaboration.

Senior Director of Design

New York & Company— Gabrielle Union Collection, Wear to Work Bottoms and Suiting
August 2017 – August 2019

- Spearheaded the launch of the Gabrielle Union Collection, overseeing design across all women's categories—sweaters, woven tops, knit tops, dresses, outerwear, lounge, accessories, denim, suiting, and bottoms.
- Drove 30% growth in the bottoms category over three years by identifying whitespace opportunities and creating solution driven, commercially successful products. .
- Introduced sustainable and machine-washable fabrications into core programs, anticipating evolving customer needs.
- Partnered cross-functionally with Merchandising, Planning, and Sourcing to align design with financial goals and business strategy.
- Traveled extensively to Asia to accelerate speed-to-market product development and strengthen vendor partnerships.
- Managed and mentored a team of three designers; reported to SVP of Design.

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Designer | Senior Designer | Director | New York & Company

Causal and Wear to Work Woven and Knit Tops, Bottoms and Suiting & Jackets, Gabrielle Union Collection
February 2010- August 2015

Freelance Designer

Sweaters, Outerwear, Woven & Cut & Sew Knit Tops
December 2007 – February 2010

Associate Designer | Talbots

Sweaters
January 2007 – December 2007

Assistant Designer | Ralph Lauren

Woven & Cut & Sew Knit Tops, Casual Bottoms & Outerwear
June 2005 – June 2006

Assistant Designer | White+Warren

Sweaters, Wovens & Cut & Sew Knit Tops
June 2004 – June 2005

SKILLS

Adobe Illustrator|Adobe Photoshop|webPDM|CentricPLM| Miro| Raspberry AI|Hand Sketching|Specing|Tech Packs|
Yarn Dye Development|Trend Forecasting|iPad Sketching|End to End Collection Development
|Line Planning & Seasonal Architecture

EDUCATION

Syracuse University

Bachelor of Science in Fashion Design
Bachelor of Science in Business