

Katy Zilinski

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Portfolio: kezdesignconsulting.com

Value Statement

I partner with brands to accelerate product creation and design delivering fast, structured, end-to-end solutions that span conceiving, research, tech packs, fit development, production, and final delivery.

Services & Capabilities

- Apparel line design: trends, research, materials, silhouettes, color palettes
- Mass market • Premium • Uniforms • Workwear • Athleisure • Denim • Kidswear • Swim • Accessories
- Product development: tech packs, fittings, PLM setup, factory communication
- Creative direction: branding, storytelling, visual identity, presentation decks
- Organizational systems: workflow mapping, process building, team restructuring
- Merchandising: line architecture, assortment planning, cost engineering
- Rapid-turn execution with reliable communication and delivery

Tools & Platforms

- Adobe Creative Suite — illustration, graphics, deck creation
- Browzwear / Lotta 3D — virtual fit & sampling
- PLM (Centric, Enovia) — workflow & tech packs
- AI Tools — ideation, mockups, rapid conceiving
- Microsoft Office Suite — analysis, reporting

Selected Clients

- Epic Studios Walmart, Sam's Club, Amazon, Uniqlo, Levi's, Dockers, Academy Sports
- Jordache Enterprises Walmart, Kohls, USPA, Aeropostale, Tractor Supply, Bass Pro
- Macy's / Charter Club, INC
- PVH / Tommy Hilfiger
- Maxima Apparel
- Lands' End – Uniforms Division
- Kenneth Cole Productions

Project Highlights

- Designed 160+ styles across men's/women's/kids for Walmart/Sam's Club and achieved 92% adoption rate from line review to production
- Delivered multiple full apparel lines end to end for major retailers.
- Generated \$75M in new business through design leadership at Epic Studios.
- Redesigned workflows to improve speed and clarity at Lands' End Uniforms.
- Produced high-volume seasonal programs under tight deadlines.

Work Style

- Fast, organized, highly responsive
- Flexible availability (planned nights/weekends)
- Collaborative communicator
- Solution oriented and independent

Pricing Structure

- Hourly
- Flat project rates
- Monthly retainers