

JOSE VELASCO VEGA

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Creative Direction • Design Leadership • Product Development

SUMMARY

Fashion design lead with 16+ years driving seasonal creative vision and end-to-end product development across RTW apparel, home, and accessories, from trend and cultural research through concept direction, technical design, global sourcing, factory management, and go-to-market launch. Track record of building and mentoring design teams, driving margin growth through disciplined cost engineering, and knowing when to push a trend and when to hold the line. Equally fluent in brand storytelling and the mechanics of production.

SELECTED IMPACT

- ~300% YoY revenue growth for three consecutive years — Kiki de Montparnasse brand and product line relaunch.
- 10-pt YoY margin gain through global sourcing optimization and cost engineering.
- 150+ styles per season across RTW, lingerie, lounge, swimwear, activewear, and accessories.
- 300+ bespoke custom pieces per athlete, per year — outfitting 10+ PGA Tour pros.
- 2 flagship seasonal collections + capsule drops directed annually, from first sketch to final delivery.

HARD SKILLS

- Seasonal Collection Development
- End-to-End Product Development
- Creative Direction & Brand Identity
- Trend Research & Forecasting
- Color, Print & Fabric Direction
- Concept Development & Seasonal Storytelling
- Technical Design & Pattern Development
- Global Sourcing & Vendor Management
- Costing, Margin Analysis & Cost Engineering
- Tech Pack Creation & Spec Writing
- QC Standards & Factory Compliance
- Line Review & Go-to-Market Planning

LEADERSHIP & OPERATIONS

- Cross-Functional Team Leadership
- Assortment Planning & Merchandising Collaboration
- Multi-Category Design (RTW, Lingerie, Swimwear, Activewear, Accessories)
- In-House Atelier & Studio Operations
- Design Team Mentorship & Development
- Executive Presentation & Stakeholder Alignment
- T&A Calendars & Workflow Systems
- Photoshoot & Editorial Direction

EXPERIENCE

VP of Apparel Product & Design

Parsons Xtreme Golf (PXG) | Scottsdale, AZ | 2020–2026

- Directed end-to-end development of two flagship seasonal collections annually across men's and women's, plus strategic capsule drops, overseeing concept, technical design, fit, and final delivery.
- Defined product vision at the intersection of technical golf performance and elevated lifestyle design, establishing a distinctive modern aesthetic with broad commercial appeal.
- Drove a 10-point YoY gross margin improvement through optimized global sourcing strategy and cost engineering, maintaining quality and design intent at every price point.
- Negotiated and managed global production partnerships; traveled to Korea and New York for factory alignment, sourcing strategy, and new vendor development.
- Led bespoke program for 10+ PGA Tour athletes, designing and delivering 300+ fully custom pieces per athlete annually, outside bulk production.
- Presented seasonal collections in line reviews and executive presentations; directed go-to-market narrative and delivery of finalized product information.
- Collaborated with Sourcing and Production to validate concept feasibility, aligning fabrication, trims, and embellishments to cost targets, MOQs, lead times, and quality standards without compromising creative direction.
- Led cross-functional work sessions with Buying and Merchandising to balance trend-forward and core assortments ahead of senior leadership review.
- Conducted seasonal runway and market research; translated findings into actionable direction, key items, proportions, print stories, and material innovations.
- Led cross-functional execution of launch strategy, aligning Marketing and Creative to deliver cohesive seasonal storytelling across all channels.

VP of Design & Creative Director

Kiki de Montparnasse | New York, NY | 2016- 2020

- Led full brand relaunch with new ownership, flagship boutique reopening, rebuilt product line, and new brand identity; frequent travel to APAC and EMEA.
- Achieved ~300% YoY revenue growth for three consecutive years through sharp product strategy, elevated design, and disciplined margin management.
- Built and led an in-house atelier from the ground up, hired and managed sewers, cutters, and patternmakers.
- Directed design, technical development, and merchandising across RTW, lingerie, lounge, cashmere, swimwear, activewear, and accessories, 150+ styles across five seasons plus collaborations.
- Led concept development for lookbooks, editorial shoots, private events, and five in-house market shows annually; directed all creative assets including website, social media, packaging, and branding.
- Managed full product development pipeline: technical design, pattern development, fittings, fabric and trim sourcing, costing, QC, and photoshoot execution.
- Partnered with Sales, Merchandising, and Production to establish seasonal calendars that improved workflow and protected margin.
- Directed partnerships and collaborations with Caroline Vreeland, Bergdorf Goodman, Bandier, Jenny Packham, and Five Story.

Director of Design & Production

Kiki de Montparnasse | New York, NY | 2009 – 2016

- Directed design and production across RTW, lingerie, accessories, and swimwear from concept through final samples, supervising tech packs, patterns, construction methods, and fittings.
- Owned costing, profit margin analysis, and full material sourcing: fabrics, trims, and embellishments.
- Developed and enforced QC standards with domestic and international factories to ensure consistency and quality.
- Attended domestic and European trade shows for trend research and materials sourcing.
- Led special collaborations with Julia Roitfeld, Violet Grey, and other brand partners.

Senior Designer

Nikka | New York, NY | 2004 – 2009

- Designed RTW and private-label collections from concept through final garment production; created flat sketches, specs, and tech packs.
- Supervised garment construction and directed fittings to assess architecture, detail, fit, and construction integrity.
- Partnered with domestic and overseas factories for sampling and sourcing, developed beading and embellishment swatches with vendors in India.

EDUCATION

Central Saint Martins School of Art & Design — BA (Hons) Womenswear Design (2001–2004)

London College of Fashion — Foundation Course, Womenswear (2000–2001)

TOOLS & PLATFORMS

Design: Adobe Illustrator, Adobe Photoshop

Production & Operations: T&A Calendars, WIP Reports, ICS, RACI, Tech Pack Systems, Cost Sheets

Productivity: Microsoft Office Suite, Google Workspace (Docs, Sheets, Slides, Meet)