

KETZYA RIOS

LEAD APPAREL GRAPHIC DESIGNER | HEADWEAR & ACCESSORIES | PRODUCT DEVELOPER

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PROFESSIONAL SUMMARY

Apparel graphic and accessories designer with 15+ years of experience across athletic, performance, and lifestyle brands. My background spans apparel graphics, headwear, bags, trims, textile prints, and product development, with hands-on experience taking ideas from initial concept through final production. I bring a strong understanding of brand, consumer, production, and vendor development, along with experience leading projects and mentoring other designers.

PROFESSIONAL EXPERIENCE

Lead Apparel Graphics & Accessories Designer | Product Developer

TLF Apparel | June 2024- September 2026

Fort Lauderdale, FL

Lead graphic and accessory development across men's and women's athletic collections, working directly with leadership and vendors from concept through production.

- Lead apparel graphic development across men's and women's collections, balancing seasonal direction, brand identity, and production needs.
- Helped establish and launch new revenue-generating accessory categories through headwear and bag collections.
- Used Illustrator and Adobe Suite to create production-ready artwork and specifications for apparel graphics, headwear, trims, and accessories, including sizing, placement, color, screen print, embroidery, and material considerations.
- Developed trim systems and branding details that improved product consistency while reducing SKU complexity and manufacturing costs.
- Created multiple evergreen graphics that continue to generate repeat business through reorders and designed one of the company's highest-performing graphic tees during presale.
- Developed a visual identity across hats and bags to create stronger consistency within the accessory category.
- Created the Oneness Cord, combining the drawcord and aglet into one construction to improve durability and eliminate detached aglets.
- Mentor designers through weekly creative workshops focused on Adobe workflows, production knowledge, and design efficiency.
- Work directly with vendors on artwork execution, samples, revisions, quality, production techniques, and timelines.
- Worked in CLO and expanded my knowledge with 3D
- Created logo designs and micro branding with collaborations for the brand.

Creative Director | Senior Designer | Production Artist

Imperial Point | January 2022- June 2024

Orlando, FL

Led creative for a custom athletic apparel company across apparel design, branding, marketing, photography, and digital content.

- Designed custom athletic uniforms and apparel graphics for collegiate programs, private-label brands, and professional athletes.
- Produced one-of-a-kind custom uniform concepts with a 100% client approval and sales success rate.
- Created production-ready graphics, technical artwork, presentations, and 3D apparel visualizations in CLO for product development and customer approvals.
- Directed branding, advertising, social media, email marketing, product photography, and creative campaigns.
- Led product photoshoots from initial concept through final execution.

Senior Apparel Graphic Designer | Production Artist

Dynasty Athletics | January 2017- January 2022

Coconut Creek, FL

Led apparel graphics and product development for a vertically integrated athletic apparel manufacturer, creating artwork from concept through manufacturing.

- Increased product sales by 54% through apparel graphics and product development.
- Designed apparel graphics, textile prints, color separations, and production-ready artwork across multiple product categories.
- Built technical artwork, production files, color callouts, and vendor-ready mechanicals for domestic and overseas manufacturing.
- Worked closely with product development and manufacturing teams throughout the production lifecycle.
- Supported website graphics, marketing initiatives, and product launches.
- and 3D apparel visualizations in CLO and Marvelous Designer for product development, customer approvals and web assets.

Senior Graphic Designer

HYLA USA | January 2016- January 2017

Deerfield Beach, FL

Served as the company's sole creative designer across packaging, advertising, photography, marketing collateral, digital content, and brand development.

- Designed packaging, print collateral, digital advertising, and sales materials.
- Produced product photography and image retouching for marketing and e-commerce.
- Contributed creative work that supported the company's highest-performing sales year.

- Managed all social media platforms for the company.

Senior Designer | Apparel Manager

BSN (Fortune 500 Company) | June 2008- November 2015

Boca Raton, FL

- Led men's apparel design and product development from initial concept through final production, with hands-on responsibility across design, fit, development, sourcing, sampling, and manufacturing.
- Designed and developed the full men's athletic apparel assortment, taking product from initial concept and technical development through sampling, revisions, approvals, and final production.
- Worked directly with domestic and overseas vendors on sourcing, fabrics, trims, construction, costing, samples, fit, quality, and production execution.
- Managed the in-house seamstress and pattern maker, overseeing prototype development, pattern revisions, fit, and construction throughout the development process.
- Helped build the athletic apparel division from the ground up, establishing SOPs, development processes, and foundational standards that continued to be used as the business grew.
- Attended industry trade shows with the team to research materials, manufacturing capabilities, trends, and new product opportunities.
- Partnered directly with executive leadership on seasonal product direction, assortment development, sourcing, and broader apparel strategy.
- Designed licensed apparel worn by UFC athletes and incorporated into the UFC video game franchise.

CORE SKILLS

Apparel Graphic Design | Headwear & Accessories Design | Graphic Production | Product Development | Textile & Print Design | Screen Printing & Color Separations | Embroidery | Technical Artwork & Production Mechanicals | Trend Research & Forecasting | Vendor Relationship Development | Adobe Illustrator | Adobe Photoshop | Adobe InDesign | Organizational Skills | Trim Development | Product Design | Merchandising | Typography | CAD | Detail Oriented | AI | Communication | Mentorship | Project Management | Team Development | Collaborative Leadership | Asana | Shopify | Detail-Oriented | End-to-End | Problem Solving | Illustration | Print & Pattern Design | CLO | Adobe Suite | Cross Functional Collaboration | Consumer Behavior | Sourcing | Textile Design | Color Theory | Color Forecasting

EDUCATION

Bachelor of Fine Arts - Fashion Design | Art Institute of Fort Lauderdale | 3.85 GPA

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Languages

English, Spanish