

## W12 – Career Kit: Fashion Career Job Application

### Job Posting

#### Apparel Design Associate

RuffleButts, Inc. · Flower Mound, TX · 1 week ago  
\$38,000/yr - \$64,000/yr (LinkedIn est.) · Full-time · Entry level  
11-50 employees · Apparel & Fashion



#### About the job

##### Who We Are:

We were founded in 2007 after realizing you couldn't find a product quite like ours in the marketplace. Our original vision was to create a ruffled bloomer for babies but over the past 15 years, we have become the fastest growing girls and boys apparel brand with a wide variety of high-quality options at an affordable price. We are a leader in children's apparel with a team of hard workers who have grown from our Founder's basement into a multi-million dollar company with customers all over the world! We became one of the first digitally native apparel businesses, but now our products can be found online and in thousands of retail locations around the globe, including Nordstrom, Macy's, and Neiman Marcus. We've invested heavily in our business technology solutions ensuring we're well positioned to compete, thrive and continue to grow. With millions of units sold to-date we're excited to continue our acceleration! Could you be the next rockstar on our team?

##### What We're Looking For:

RuffleButts is looking to add a Design Associate who is responsible for designing and developing primarily children's apparel styles for assigned brand product lines or projects. This role is very collaborative with the Design & Production Team, merchants, and manufacturers to carry styles through the product lifestyle. Time will be focused on developing concept designs; creating color stories, graphics, and product specifications to a finished stylized design in a complete tech pack. The ideal candidate must be innovative and have a strong commitment to organization and attention to detail.

##### To Summarize, You Will:

- Work closely with the Design Team and support in all areas of the design process

- Report to Design & Production Manager
- Conduct market research to identify new trends, fabrics, and techniques, and seek design inspiration. Identify opportunities for new products.
- Collaborate with team to select seasonal themes, color stories, make edits to line, create new concepts, and identify/select fabrics and trims
- Create flat sketches based on existing bodies and drawings
- Create callout guides to aid in clear style direction and communication to the manufacturer
- Checking-in fabric and sample submissions, communicating with overseas manufacturers via email
- Maintain sample library of reference samples, development samples, production samples and fabric/trim swatches
- Track samples and maintain WIPS by communicating with factories and entering costing information as it comes in.
- Perform other general duties as required

#### What you Need for this Position:

- 4-year college degree in Fashion or Graphic Design required
- 1-3 years industry experience in fashion design required (apparel, footwear and/or bags/accessories). Experience in eCommerce, apparel, and specifically children's apparel is a plus
- Proficiency with Microsoft Office (specifically Excel) and Adobe Illustrator required; Adobe Photoshop is a plus
- Ability to sketch computerized vector flats in Adobe Illustrator required
- Tech pack experience required
- Extremely strong organizational skills and attention to detail is mandatory
- Excellent project management skills with ability to prioritize and meet deadlines
- Must be able to establish and maintain relationships, both internally and externally

#### **What's in it for You:**

For the right candidate we are willing to offer competitive base compensation with potential for bonuses, 401k, dynamic and informal environment and the potential for rapid growth / responsibility.

#### Top Reasons to Work with Us:

- We are experiencing explosive growth!

- Get in the "ground floor" to build the function and continue to evolve it as we grow
- Ability to turn ideas directly into action!
- Great collaborative, tight-knit team environment (that like to have fun!)

**About the company**

As fast-paced, high growth global children's wear company, RuffleButts® is achieving record sales and broadening our workforce. An appearance on ABC's hit show Shark Tank, brand new website and significant investment into new back-office systems ensure our company and brands are poised for continued, exponential growth. Throw in a relocation to the Dallas area into larger, fully renovated office / warehouse space and our children's wear company is expanding rapidly to say the least. We embrace an entrepreneurial spirit and way of thinking that allows creativity, ingenuity and business acumen to thrive and propel our company forward.

Website: <https://www.RuffleButts.com>

Phone: (704) 825-8811

Company size: 11-50 employees

Headquarters: Grapevine, Texas

Founded: 2007

**Application Email**

**Subject:** Stacey Sansom – Apparel Design Associate Position

Dear Andrew Moss-Davis:

Your job listing on LinkedIn for the Apparel Design Associate position caught my attention and based on your description of responsibilities for this design role, it closely matches my experience. I am happily sending my application for your consideration.

I spent over 20 years self-employed in the web and graphic design industry which may lead you to believe that I am better qualified for other open positions, but I have always had a passion for sewing and the more creative sides of fashion.

In 2018, I made the bold jump to transition into the fashion industry while pursuing more formal fashion focused education. I am the owner of the most recommended shop in my immediate area for custom sewing, alterations, repairs, and other sewing related services. My earlier design experience makes me knowledgeable of Adobe products and easily adaptable in a variety of design situations.

I am attaching my resume to this email. I hope it will give you more insight into my background and abilities that make me an ideal candidate for the Apparel Design Associate position.

Please let me know if I can supply any other information. I hope I fit your candidate profile and look forward to hearing back from you.

Thank you for your consideration.

Stacey Sansom  
stacey@staceysansomdesigns.com  
281-682-2197

**Interview questions****1. Why do you want to work in fashion?**

It was more of a chain of events that lead to it. For years, I did not want to work in fashion.

Mother was an amazing seamstress, and I watched her work and learned from her and my older sister, both fashion degree trained. It was an inspiration to take materials and manipulate them into something beautiful.

In my early college days, I fell in love with web and graphic design. After 20 years as an independent contractor and small business owner, it started to lose the fascination.

Recently, I was archiving old articles I wrote for my website and blog, and it reminded me of the more fashion-oriented design I did as far back as 2012. I started dabbling in fabric design as a challenge as a side project. I released my own line in February 2017.

After moving for my husband's work and struggling to rebuild my business clientele base, I started focusing on more fashion-oriented things. I started doing alterations on the side to make extra income and it was soon making me more than the other.

I was better at it than I expected I would be. I genuinely enjoyed it. I went back to school to get more formal fashion education.

**2. What did you like most about your last job?**

People talk about self-employment as a solution to the monotonous work week, and in some ways it is, but it can be just as monotonous as any other place of employment if the environment is not right.

One thing that kept me doing it for so long, was certainly not the income, but I had complete creative freedom to do my work as inspired within the project guidelines. This allowed me to push myself creatively while still delivering what my customers wanted. It was not about rapid project completions but relationship building.

Another thing that I liked about my last job was my ability to focus on the things that were important to me such as clean design, simplicity, and longevity. There is beauty in classic

design from a long-term perspective. Trends and fads come and go, but classics last a lifetime.

3. What strengths do you bring to RuffleButts, Inc?

I have wonderful time management skills and experience working on time limited projects.

I am knowledgeable in a wide range of topics and have extensive research skills. This allows me to react quickly or find necessary answers quickly.

I am a quick learner and enjoy challenging myself with new skills.

I am confident in existing skills in design and apparel construction and enjoy experimenting with new styles and techniques.

4. What are your weaknesses?

Sometimes I only have foundational knowledge and research and study until I have the confidence needed to complete a task. The reality is that sometimes that is all you need to start.

My sewing knowledge is self-taught or learned from watching others. I do not have extensive background of formal fashion training.

5. When did you first hear about RuffleButts, Inc?

I must confess that I had never heard of RuffleButts before discovering your job posting. I enjoyed reading about the company when I found it. Initially, looked over the job posting. I felt I would not be the best fit for a children's clothing company. I do not have small children at home anymore.

6. Why do you want to work for RuffleButts, Inc?

One of my personal goals is to open a boutique for men and boys. There is a gap in the industry for quality and boutique shopping experiences in this population. I want to be a

part of the change that brings fashionable but classic clothing to the market.

I want to gain some more immersive industry experience to help me one day reach my goal.

7. What experience can you bring to the brand?

What drew me to RuffledButts was the RuggedButts line. I raised three boys. My youngest is a junior in high school. I have extensive knowledge of boys perfect for the RuggedButts line.

I am an experienced graphic designer with experience with Adobe Products including Photoshop and Illustrator. I also worked in a technical industry for twenty years and could fill other positions nicely as needed. I am not afraid of technology or learning new software packages to complete a job.

Most importantly, I am an experienced seamstress and understand how patterns work. I have taken basic pattern making courses.

8. What do you feel is your strongest asset?

My strongest asset is my attention to detail. I have a keen eye to color. I focus on the finishing details as much as the preceding steps.