## JOHANNA BLOOMFIELD

#### **PROFILE**

Innovative and driven hands-on designer with over 15 years of experience in technical performance wear. Proven skills building brands from the ground up and delivering product from concept to production. Focused on problem solving, fabric development, identifying areas of growth and presenting new apparel technologies and concepts. Extensive knowledge of advanced materials and expertise in military, performance, aerospace and fashion markets.

#### PROFESSIONAL EXPERIENCE

#### Apparel Design Lead Crye Precision | 2015-Present

Crye produces innovative apparel and equipment for the special operations military.

- Designed and developed G4 Combat apparel, expanded product offering by introducing an all weather uniform system delivered on time for SHOT Show and SOFIC 2018.
- Developed first to market, made in USA VTX Ripstop™ stretch Cordura® uniform fabric.
- Designed and delivered prototypes for an all-weather Nordic Combat Uniform system on time for tender submission. Sourced all fabrics and managed testing and analysis. Traveled internationally to present the system in four countries to end users and authority personnel. Successfully down selected for Phase 2 troop trials.
- Designed fragment protective scalable combat uniform system for the UK MOD, delivered prototypes on time for tender submission. Managed all fabric sourcing, physical testing including fragmentation ballistic testing and analysis. Initiated custom ballistic fabric development with Dyneema®. Successfully down selected for Phase 2 troop trials.
- · Awarded Polartec® Apex Award 2018 for the G4 Hot Weather Combat Shirt.
- Launched brand new men's technical apparel brand "Atlas Standard", managed the project from concept to production and successfully launched at SHOT Show 2018.

# Director of Design and Merchandising Massif | 2014-2015

Massif specializes in high-end technical flame resistant garments for the military.

- · Developed the company's creative vision for performance apparel products including military and protective workwear.
- Designed and developed new protective men's workwear apparel line Core FR, expanded product offering to the oil and gas market. Managed all FR fabric sourcing and HRC level testing. Successfully launched at Oil & Gas Expo Calgary 2014.
- Strengthened existing military apparel line by developing female fit uniforms and base layers, launched at SHOT Show 2013.
- Created and implemented standardized ISO design procedures, reduced development time and errors, and improved
  overall quality of development prototypes.
- Managed team of eight including Design, Product Development, Patternmaking and Sample Room and hired key positions to improve workflow of department. Provided performance reviews and counseling for employee professional growth.

# Technical Wear and Materials Specialist Final Frontier Design | 2012-2014

FFD works with advanced concepts in space suit technology.

- Tasked with leading the technical materials sourcing for NASA SBIR "RadFlexPro" Phase 1 submission focused on radiation protection for deep space travel.
- Sourced Berry compliant technical fabrics, trims, elements and hardware.
- Constructed seam sealed prototypes.
- Researched relevant ASTM testing standards and assisted in test data analysis.
- Successfully sourced materials within Phase 1 contract deadline and budget, provided final material used in the IVA space suit outer shell and established key fabric partner for Phase 2 SBIR proposal.

### Designer and Materials Consultant AH Projects | 2012-2013

Design firm that focuses on the intersection of privacy and technology.

- Designed and developed "Stealth Wear" clothing line and launched at the New Museum's Pop-Up "Privacy Gift Shop" 2013
- Presented design direction and sewed prototypes for the "OFF Pocket", developed project from concept to production, and it was successfully funded on Kickstarter with over 500 initial orders.
- Established supply chain for scaling up production of Stealth Wear and OFF Pocket, ensured cost effectiveness and quality control.

# Founder and Design Director Johannes Faktotum | 2008-2012

A designer sportswear line that combined performance materials with tailored details.

- Founded high-end men's technical apparel brand and managed all the technical, sales, marketing, prototyping, and product development from concept to production.
- · Successfully launched five collections and presented at New York and Paris Fashion Week.
- · Created first through production patterns, sewed prototypes, managed fittings and all pattern updates.
- · Hired and managed team of interns, PR, marketing, sales reps and manufacturers.
- · Established domestic and international supply chain for production, fabric and trim, optimized quality and price of garments.
- · Kept finances within budget and grew business to include retailers in the US, China, Taiwan and e-commerce.

#### Design Consultant, Men's and Women's Skiwear Mover Sportswear | 2011

A Swiss company that specializes in stylish skiwear and wool baselayers produced in Europe.

- Tasked with restyling and expanding men's and women's ski apparel line for Fall 2012.
- Traveled to Switzerland to work with in-house team and present overall concept and design direction.
- Delivered detailed technical sketches for twelve designs within a three week deadline including performance driven Gore-Tex® ski outerwear, merino wool baselayers, and an insulated layering system.
- Product successfully launched at ISPO 2012 and sold in Harrod's London.

#### **EDUCATION**

#### **London College of Fashion**

BA Fashion Design Technology-Menswear First Class Honors

#### **LECTURES AND PUBLICATIONS**

# SVA Interaction Design MFA Future Wearables: 2046

Guest lecturer

### Smart Textiles for Designers: Inventing the Future of Fabrics

Interview by Rebeccah-Pailes-Friedman

#### Techtextil North America / Smart Fabrics Conference EU

Presented "Fashioning Personal Protection with Technical Textiles"

### Advanced Textiles Source / Specialty Fabrics Review

Author of "Radiation Protective Textiles for Earth and Beyond"

#### **COMPUTER SKILLS**

Adobe Photoshop, Illustrator and InDesign, Microsoft Office, Keynote, PLM, Gerber Accumark, LiquidPlanner, Draft Sight, CLO 3D, VStitcher

#### **PROFESSIONAL SKILLS**

Creative direction for apparel, Problem solving for design and manufacturing, Project management, Collaboration and strategic partnerships with brands and vendors, Emerging technology research, presentation and implementation, Customer training presentations

#### **TECHNICAL SKILLS**

ASTM/ISO/NAS/ANSI test standards, Berry compliant supply chain, Domestic and International military solicitations, Wash and dye techniques, Patternmaking and sewing, Analysis of user feedback to improve product, Research and analysis of fabric test data