

JACQUELINE SCHUMANN

CONSCIOUS DENIM DESIGNER

CONTACT

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EDUCATION

FASHION INSTITUTE OF DESIGN & MERCHANDISING

Merchandise Product Development
2013-2015

SKILLS

Adobe Illustrator *Expert
Adobe Photoshop *Moderate
Canva
Microsoft Office Suite
Tech Packs
Technical Flat Sketching
Denim Specialization: Fabric & Trims
Denim Specialization: Holistic Process
Self-Starter
Innovative Mindset
High Level of Communication
High Level of Collaboration
Time Management
Mission & Purpose Driven

BIO

As someone who was taught traditional fashion industry skills but nothing about “sustainability,” I became disillusioned with fashion over time. But through my own discovery of the notoriously unethical practices of production and many other pitfalls, I decided my work within the industry would be focused on creating a more equitable & sustainable future. Through this, I found my passion again and niched down on denim. The category is rooted in a personal fascination with its classic yet versatile nature. I believe better denim can change people’s relationship with clothing, creating a more educated & connected experience for all who participate.

EXPERIENCE

FREELANCE DESIGN, CONSCIOUS DENIM

Jacqueline Diane, LLC

Mar 2020 - Present

- Consult & design for brands, entrepreneurs & designers for denim SKUs and or assortments. Lead with decisions that benefit people, animals & our planet. Educate & guide clients in less harmful PD processes.
- Create story, mood & trend boards that align with the client’s vision.
- Provide ideation for new business models; research new technologies.
- Full details at jacquelediane.com

ASSISTANT PHOTO STYLIST

Backcountry

Feb 2020 - Mar 2020

- Supported stylist in prepping apparel, organizing sets, prop racks, etc.
- Collaborated with studio team to produce high-quality product imagery. Followed brand standards for seasonal styling directives.

BRANDING & MARKETING ASSISTANT

Bespoke Custom Clothing

Oct 2016 - Nov 2017

- Generated brand awareness via events. Coordinated logistics of events.
- Assisted in art direction during photoshoots. pop-up shops, fashion shows, etc. Briefed models & staff of targeted atmosphere.