

JAMIE HARVEY

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PROFESSIONAL OVERVIEW

Creative professional with a strong background in textile manufacturing, pattern development, marketing, and sales, combining a deep understanding of design with a strategic, consumer-oriented mindset. Experienced in presenting and curating products for national brands, supporting sales teams, and building lasting relationships through tailored solutions and exceptional service. Known for going above and beyond to connect with clients, whether through thoughtful touches or customized presentations, and passionate about bringing beautiful, high-quality design to life. Eager to leverage cross-functional expertise in design, branding, and marketing to drive sales, inspire customers, and represent a brand I admire.

WORK EXPERIENCE

PAPER TWIST | Charlotte, NC

Freelance Design, Product Support and Sales Consultant

Oct 2025 – Present

- Provide design consultation and creative support for a Charlotte-based stationery and gift brand, aiding with product design, sourcing coordination, and merchandising execution.
- Build strong customer relationships through clear, friendly communication, ensuring a positive experience and on time delivery of high-quality products that exceed expectations.
- Partner with leadership to ensure prompt product delivery and cohesive assortment planning across categories.
- Leverage design and trend knowledge from previous textile and product development experience to support brand positioning and customer engagement.

CULP, INC. | Burlington, NC

Design Director – Outdoor/LiveSmart Solutions

Jun 2023 – May 2025

- Created and delivered engaging product presentations to internal sales teams, educating them on product features, design intent, and how to effectively communicate value to customers.
- Developed customer-specific presentations and fabric correlations for major accounts, such as La-Z-Boy and Crate & Barrel, tailoring design and merchandising strategies to align with each brand's unique identity.
- Participated in direct client meetings alongside sales reps to support presentations, assist with product positioning, and contribute to closing sales.
- Built strong cross-functional partnerships with sales and marketing, crafting visual materials and custom packages that enhanced the customer experience and reinforced brand messaging.
- Led creative direction for trade show presentations, sales tools, and digital marketing efforts to support revenue growth and customer engagement.
- Researched and monitored global trends through market visits, trade shows, and industry publications to inform product and marketing strategies.
- Partnered with the design team to develop cohesive fabric collections aligned with brand strategy and market direction.
- Specialized in indoor and outdoor upholstery fabric design, with a strong emphasis on color, trend, and pattern.
- Traveled internationally to collaborate with partner mills, oversee production timelines, and identify opportunities for innovative product development.
- Served as the lead graphic designer and marketing manager, producing a wide range of assets including lookbooks, branded content, sales collateral, trade show visuals, and digital media.
- Developed and executed content for social media using HubSpot, maintaining a cohesive brand identity across platforms and increasing digital engagement.
- Excelled in a fast-paced environment, effectively managing multiple projects and deadlines with strong organizational and time management skills.

Lead Outdoor Designer Feb 2022 – Jun 2023
Designer II Dec 2019 – Feb 2022
Designer I May 2017 – Nov 2019

KOHL'S | Menomonee Falls, WI

Soft Home Design Intern Jun 2016 – Aug 2016

Seasonal Table Linens & Pillows, Lauren Conrad Bedding

- Designed the Summer 2017 “Celebrate Together” 4th of July table linen and pillow collections, successfully launched in store nationwide.
- Developed hand towel designs tailored to localized markets, contributing to regional sales growth.
- Conducted and presented trend and market research, delivering strategic product development concepts across multiple lines while ensuring alignment with each sub-brand’s identity.

THE JEWEL BOX | Davidson, NC

Shipping, Distribution, Sales, and Customer Service Nov 2012 – Dec 2015

- Demonstrated proactive customer engagement as a store key holder through phone, online, and in-store interactions, effectively addressing inquiries and providing assistance to elevate overall customer satisfaction.
- Processed and managed online orders to exceed customer expectations, maintaining accuracy and on-time delivery, while ensuring accurate and up-to-date website inventory. Increased shipping productivity by 400% with system optimization.
- Crafted custom vinyl decals, jewelry, and clothing for customer orders.

EDUCATION

North Carolina State University | Raleigh, NC | Bachelor of Science: Fashion & Textile Design | Magna Cum Laude

- Completed courses in Design, Brand Management & Marketing, Science, and Math.

Lorenzo de’Medici | Florence, Italy | Semester Abroad Program

- Completed courses in Fabric Styling, Interior Design, Photography, Language, and History.

PROFESSIONAL SKILLS

Communication	Organization	Leadership	Time Management
Critical Thinking	Problem-solving	Teamwork	Product Development
Project Management	Brand Development	Global Sourcing	Trend Analysis

TECHNICAL SKILLS

Photoshop	Illustrator	InDesign	Microsoft Office
Google Suite	Monday.com	HubSpot	Canva
Social Media	Woven Design	Print Design	Illustration

PROFESSIONAL DEVELOPMENT

Guilford Technical Community College | High Point, NC | Communications Review Workshop

Sep 2023