

# BETH REECE

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## **Reece Design Inc.** CREATIVE DIRECTOR

1999 to Present

Backhill Snowboarding Co., Columbia Sportswear, Cloudveil, Descente North America, Electra, Fila Italia, Giant Bicycles, Gramicci, Headsweats, Helly Hansen, InSport International, Marker Ski, Marmot Mountain Ltd., Moving Comfort, Nike Inc., Outdoor Research, Pearl Izumi, Salomon North America, Sierra Designs, Smartwool, Sports Authority, Spyder, Tehama, and REI.

## **Moonstone Mountain Equipment** HEAD DESIGNER

June 1998 to July 1999

833 Indiana Street San Francisco, California 94107

Head designer for a large mountaineering and outdoor sportswear company. Designed for all lines including outerwear, insulation, inner layer, fleece, knits and accessories. Responsibilities included in-depth knowledge of applicable markets and current trends, development of athlete testing program, product research and development, color palate development, working with the pattern maker for fit and technical advancement, fabric and trim development, presentation of the line to the sales force, and factory communication throughout the development process.

## **Burton Snowboards** OUTERWEAR DESIGNER

November 1996 to June 1998

80 Industrial Parkway Burlington, Vermont 05401

Designed and managed the technical collections of outerwear for the leading snowboard manufacturer in the U.S., Japan and Europe. Responsibilities included research and development of current market trends, color story development, conducting feedback sessions with the team of professional riders, design innovation and testing, concentration on brand identity, fabric and trim development, presenting the line to the sales force, and managing the entire production process including all factory communication.

## **Horny Toad Activewear** PRODUCTION MANAGER

June to October 1995

PO BOX 1329 Telluride, Colorado 81435

Designed, constructed and wear-tested garments for mountain biking, trail running, skate skiing and climbing. Was responsible for entire production operation including fabric and trim development, instructing and overseeing all manufacturing and shipping of goods to buyers.

## **Patagonia** INTERN, DESIGN ASSISTANT

September to December 1994, June to August 1993

PO Box 150 Ventura, California 93001

Designed and constructed garments for the alpine, sportswear, endurance and softwear lines, assisted in fittings, production and color selection. Responsible for presentation boards, worked on packaging project for Capilene underwear. Designed and produced garments for personal Outward Bound Leadership Semester course.

## **Polo Ralph Lauren** INTERN, DESIGN ASSISTANT

June to August 1992

650 Madison Avenue New York, New York 10001

Responsible for communication between designers and graphics department in relation to the design boards, assisted in design, production and fittings. Researched trims and fabrics for men's outerwear.

## **Education**

University of Cincinnati College of Design, Art, Architecture and Planning

Bachelors Of Science in Fashion Design 1995, Dean's List '93, '94, '95

Scholarship to the Art Academy of Cincinnati

Winner, Editor's Choice Award, Powder Magazine Winter 2002

Winner, Best Technical Jacket, Outside Magazine's Buyer's Guide Gear of the Year, Fall 2002

Winner, Malden Mills Apex Award, Spring 2000

Winner, Editor's Choice Award, Backpacker Magazine Spring 1999

Featured Designer, Telluride AIDS Benefit 1995

Costume Design Assistant for J. Morgan Puett, Telluride Repertory Theater 1994

Winner, Saks Fifth Avenue design contest 1994

Certified Wilderness First Responder, search and rescue, 1993

Outward Bound Leadership Semester program 1993, Outward Bound Intensified Exploration Program, 1988