

# REYES WITT

GLOBAL PRODUCT DESIGN + DIGITAL CREATION LEADER

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Digital product creation and design expert with 20+ years of experience driving innovation across accessories, apparel, and lifestyle categories for global brands. Recognized for blending creative vision with technical execution to deliver scalable, commercially successful products while modernizing how teams design and develop.

## PROFESSIONAL EXPERIENCE



### Product Development & Digital Strategy Consultant

Universal Stitch

Jan 2024–Present

Advise brands on digital workflows, materials strategy, and product creation modernization, helping teams adopt technologies that improve speed, accuracy, and collaboration.

- Implement scalable design and development processes.
- Partner with global suppliers to refine materials execution and product quality.
- Support the integration of 3D tools and digital asset creation into existing workflows.



### Assistant Professor of Instruction, Digital Fashion & Innovation Director

Columbia College Chicago

Jun 2021 – Present

Lead a future-focused product development curriculum centered on digital product creation, 3D design, and emerging technologies, preparing students to succeed in a rapidly transforming industry.

- Integrated 3D design, virtual material creation, and AI-supported workflows into curriculum, aligning coursework with evolving industry practices.
- Translate physical textiles into accurate digital materials, teaching texture mapping, material behavior, and rendering best practices.
- Launched Adaptive Design Solutions, the institution's first higher-education program dedicated exclusively to adaptive fashion.
- Redesigned the Product Development curriculum in partnership with industry leaders, reducing student fail rates by 30% while strengthening technical rigor and real-world relevance.



### Global Product Design Manager

The Walt Disney Company

2022–2023

Directed global product design for Disney's Mickey franchise, leading concept through commercialization across multi-category licensed accessories.

- Spearheaded R&D for innovative materials, evaluating performance, construction, and aesthetic impact.
- Collaborated with partners including Dooney & Bourke, Crocs, Loungefly, and Lilly Pulitzer to launch limited-edition collections balancing heritage with innovation.
- Presented seasonal strategies and product roadmaps to senior leadership while maintaining IP and design standards to deliver global products that advanced consumer engagement.



### Founder & Creative Director

Assembly Creators

2017–2022

Founded and scaled a curated fashion and lifestyle boutique recognized for creative entrepreneurship and community impact.

- Achieved profitability within 14 months through disciplined merchandising, trend forecasting, and inventory strategy.
- Expanded e-commerce capabilities and launched a rapid pandemic response initiative producing face masks while supporting independent designers.
- Hosted workshops and artist-led events that increased retail sales by 30% per event.
- Recognized by the Mayor of Evanston for leadership in community revitalization and business innovation.

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## PROFESSIONAL EXPERIENCE CONTINUED

### **Vice President, Merchandising & Design**

Randa Accessories

2008–2017

Led design, merchandising, and commercialization for a \$30M accessories business spanning belts and furnishings for Levi's, Columbia Sportswear, Calvin Klein, and private-label programs.

Founded and scaled a curated fashion and lifestyle boutique recognized for creative entrepreneurship and community impact. Kirkland Signature belt program for Costco, shipping 2.4M units over three years and driving category growth.

- Directed multi-city teams across design, sourcing, licensing, tech design, and product integrity.
- Streamlined communication between creative and technical teams, improving speed to market through direct factory collaboration.
- Oversaw the Kirkland Signature belt program for Costco, shipping 2.4M units over three years and driving category growth.
- Delivered 30% online sales growth through a digitally enabled retail initiative for Kohl's and JCPenney.

### **Men's Designer, Product Engineer**

Coach

2003–2004, 2007–2008

Drove innovation and craftsmanship across luxury men's accessories, translating design concepts into engineered products ready for production.

- Launched Coach's first men's boutique accessories collection, establishing a new growth category.
- Engineered patterns, materials, and specifications using digital patternmaking tools.
- Partnered with quality labs to test materials and functionality prior to commercialization.

### **Senior Designer, Woman's Accessories**

Ralph Lauren

2004–2007

Managed concept-to-market design for belts and small leather goods within the Lauren & Chap's brands.

- Re-established the belt and SLG category with major retailers including Macy's and Nordstrom.
- Led material development and forecasting, leveraging European market insights to inform seasonal direction.

## SKILLS

- Digital Product Creation (DPC)
- 3D Design
- Virtual Materials
- Browzwear
- CLO
- Rendering
- Repeatable Pattern Development
- Materials Innovation
- Textile + Trim Development
- Product Lifecycle AI-Supported Workflows
- Process Optimization
- Global Sourcing
- Supplier Collaboration
- Cross-Functional Leadership
- Inclusive Design
- Consumer-Centered Innovation
- Leathergoods
- Digitizing

## EDUCATION

Columbia College Chicago, Bachelor of Arts, Fashion Studies, Product Development

Fashion Institute of Technology, Associate of Applied Science, Accessories Design