

jo tanner

Fashion
United States

View the full portfolio at <http://www.thecreativefinder.com/jogoesgufi>

Professional Experience and Curriculum Vitae

User-driven designer of activewear apparel & accessories fueled by deliberate acts of fun...running, pole fitness, crossfit training, Ashtanga yoga, hiking, surfing, snowboarding. Available for freelance!

Previous Clientele

Quiksilver Performance/Roxy Athletix
Lucky Brand
Manduka
Girls With Guns
Green Apple Active
Angelina SF
Morphik
Cee Roq

Awards and Accolades

Jo Tanner

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www.coroflot.com/jotanner

Freelance Creative Project Management and Design User-driven design fueled by deliberate acts of fun!

CREATIVE SPECIALTIES

Design Direction - Trend Research - Color Development - Fabric Sourcing

Silhouette Styling - Technical/Flat Sketching - Print & Graphic Design

Prototype Development - Sustainable Design - Start-Up Business Development

Import Development (Asia) - Mac OS/CS5

CURRENT CLIENT BASE

Girls With Guns - Women's Outdoor Sportswear Design - 1/12 to present

Private Client - Women's Yogawear Design for 2012 launch - 11/11 to present

PAST CLIENTS

Angelina SF - Women's Contemporary Activewear Design - 4/11 to 4/12

Cee Roq - Action Sport Accessory Design for 2012 launch - 4/11 to 4/12

Private Client - Functional Infantwear Design for 2012 launch - 12/11 to 6/12

Green Apple Active - Women's Activewear Design - 1/11 to 2/12

Morphik - Men's & Women's Accessory Consulting & Design 7/10 - 8/11

Roxy Athletix - Junior Contemporary Activewear Consulting & Design 6/10 - 7/11

Quiksilver Performance - Men's Activewear Design - 7/10 - 2/11

Lucky Brand - Handbag Design & Product Development - 7/10 - 9/10

Manduka - Yoga Accessories Technical Product Development - 7/10 - 9/10

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hawy pink
limon
grape fizz
hot fog

spr/sum '13 inspiration

print & banding concept

client: nordstrom women' s active
season: spring '13

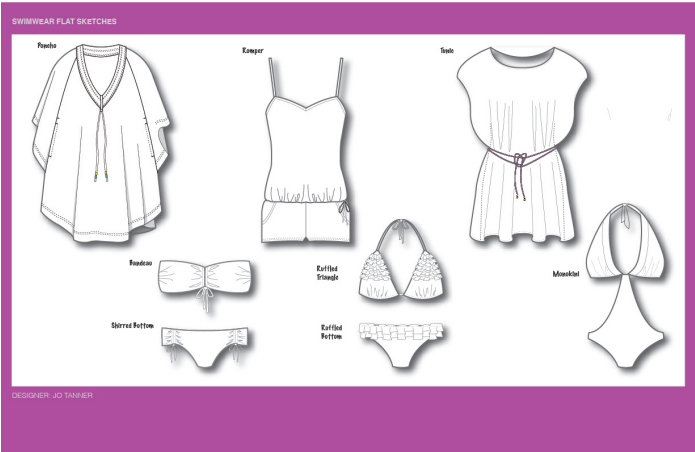
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cool coral
barre berry
best-of blue
hot fog

color inspiration

asymmetrical bra top concept

client: nordstrom women' s active
season: spring '13



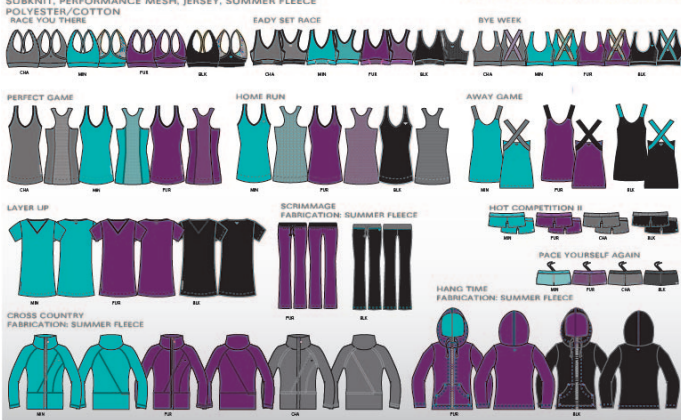
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PERFORMANCE WEAR DIRECTION & DESIGN
SUBMIT PERFORMANCE MESH JERSEY SW

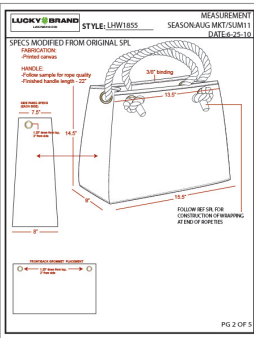
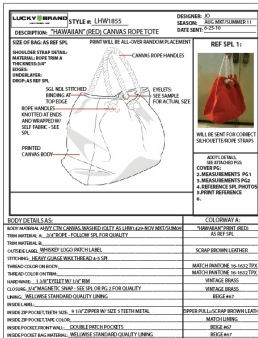
SUBKNIT, PERFORMANCE MESH, JERSEY, SUMMER FLEECE
POLYESTER/COTTON

freelance creative consulting & design



client: **ROXY** 

season: **holiday 2011**



DESIGNER: JO TANNER



LHW1849 ACTUAL SIZE ARTWORK

OUTER FLAP DIMENSIONS - 11 1/4" L 5 1/4" H



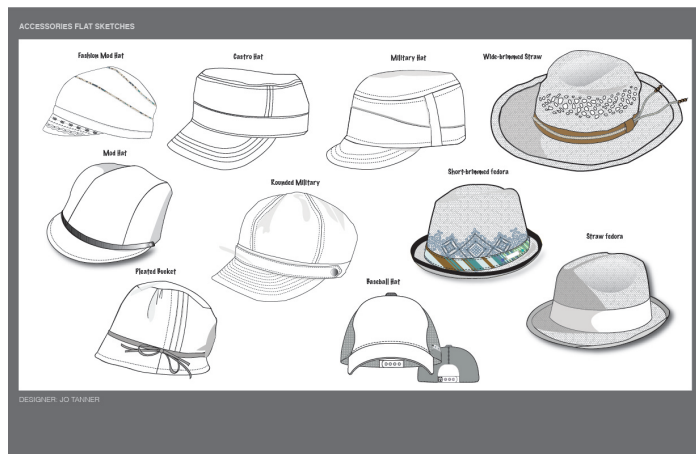
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