



Charlotte Kruse Dewaele

Jewelry Design,
Development &
Production Director

PROFILE

I oversee the entire life cycle of a piece of jewelry or accessory from preliminary sketches to finished product. The ability to understand a brand vision and make it come to life through the product makes me essential to any fine or fashion jewelry brand.

Not only do I bring my artistic and creatively technical mind to the table, but also a keen ability to organize and structure the design and development processes of any number of products so a team can execute on projects quickly and efficiently.

CONTACT

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<https://www.charlottekrusedewaeleportfolio.com/>

SKILLS

Illustrator / Photoshop
Airtable / Quickbooks / Shopify
mood boards / color stories
vendor relations / negotiations
team mentoring / management
hand sketching / illustration
technical design / tech packs / cost sheets
inventory planning / merchandising
line planning / collection strategy
brand / creative direction

WORK EXPERIENCE

CKD DESIGN STUDIO, INC

DESIGN, DEVELOPMENT & PRODUCTION CONSULTANT *Feb 2013-present*

- Clients include: Yearly Co, White/Space, Consider the Wildflwrs, Jewels & Co., Ariel Gordon Jewelry, Royal Nomad, Henri Lou, AREYOUAMI, Spirithoods, J. Hannah
- Creative and technical jewelry and accessories design, product development, sourcing, line planning, merchandising, costing, sample making and production for stone carvings, fine jewelry, enamel, leather goods, homegoods and costume jewelry
- Establish brands' aesthetics and identity in partnership with creative directors and owners, taking businesses from concept to consumer, launch planning and full collection development
- Team mentorship, line planning, system audits / recommendations / set up, identify holes in team, creative direction, packaging and display design

MICHAEL M

DESIGN & DEVELOPMENT DIRECTOR *Jan 2020-October 2022*

CREATIVE & BRAND DIRECTOR *April 2022-October 2022*

- Oversee and carry out all fashion jewelry design, technical design, development and sampling
- Conceptualize fashion jewelry collection that speaks to brand identity, ensures aesthetic consistency
- Creative and brand direction including re-brand - product photography, lifestyle photography, marketing assets, retailer marketing, campaign concepts, content creation and website
- Complete re-design on packaging, retail displays and shop-in-shops
- Implement Airtable tracking, calendars, forms and everyday usage across entire company
- Agency and vendor management includes creative, social, digital marketing, PR, manufacturing and raw material sourcing

VRAI / DIAMOND FOUNDRY

PRODUCT DEVELOPMENT & PRODUCTION DIRECTOR *Oct 2018-Dec 2019*

- Oversaw all jewelry design, product development and production for Vrai and Diamond Foundry
- Managed team of designer, CAD artist, product development manager, production manager and production coordinator with cross-over reports into operations in repairs, quality control, inventory
- Initiated, developed and managed robust partnerships with reliable domestic manufacturers
- Implement Airtable tracking, calendars, forms and everyday usage across entire company
- Re-designed / re-developed 90% of Vrai collection to adhere to cutting/polishing system of DF diamonds
- Collaborate with rough planner and diamond inventory manager to plan monthly diamond demand
- Monthly, seasonal and holiday forecasting and planning

ARIEL GORDON JEWELRY

PRODUCT DEVELOPMENT & PRODUCTION DIRECTOR *Feb 2018-Oct 2018*

- Oversaw and carried out creative and technical jewelry design, development and production
- Attended sourcing trade shows, research for new vendors with competitive pricing
- Managed all wholesale accounts, consignment accounts, accounts payable
- Managed / initiated new relationships across all manufacturing, contractor and vendor partnerships
- Created and implemented a new PO system for all raw material purchases, manufacturing, contractors, vendors
- Brought all production tracking into Airtable to allow for full visibility and a more cohesive effort
- Negotiated costs with vendors and factories to bring overall production costs down by 30-50%

AREYOUAMI

DESIGN DIRECTOR: JEWELRY & ACCESSORIES *April 2016-Feb 2018*

SENIOR JEWELRY DESIGNER *Feb 2016-April 2016*

- Built jewelry and accessories division from the ground up, as employee #5, launched 130+ SKUs
- Oversaw and carried out all design, development and production of jewelry, accessories, table objects, fur and small leather goods, and handbags on a rolling production schedule
- Partnered cross-functionally with marketing, sales, photography, PR and ops to set launch calendar
- Negotiated costs and planned production financials based on budget and goals set by owner
- Managed up to 10 employees including Jewelry Production Manager, Jewelry Production Assistant, Apparel Design, Development and Production Team, Warehouse / Fulfillment Team, Office Manager and Accountant

SWEET EVIE

FOUNDER, DESIGNER & CREATIVE DIRECTOR *Sept 2008-Feb 2013*

- Founded innovative, fashion forward contemporary jewelry & accessories brand, sold worldwide in over 100 stores
- Wholesaled to majors and boutiques around the world including Nordstrom (Trend Dept), Nasty Gal, Urban Outfitters UK, Free People, Soft Surroundings, Philadelphia Museum of Art, Spirithoods
- Developed seasonal color stories, mood and concept boards, cohesive 50-100 SKU collections presented four times yearly at jewelry and fashion trade shows
- Created all cost sheets, line sheets, product photography, website, photoshoots and photo editing

COSTUME DESIGNER | Freelance 10/2001 -9/2013

CAMERON COHEN JEWELRY | Production & Product Development Manager 1/2003-10/2005

JO COVEY DESIGNS | Assistant Designer/Production Manager 9/2000-2/2002

EDUCATION

MEDICAL ILLUSTRATION | Rochester Institute of Technology

School of Imaging Arts and Sciences, B.F.A. Medical Illustration, Honors, May 1999

FASHION DESIGN | Fashion Institute of Design & Merchandising

A.A. Fashion Design, magna cum laude, October 2001