

# Sonja Feaster

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## EDUCATION

**FASHION INSTITUTE OF TECHNOLOGY**  
**New York, NY | Aug 2018 - May 2021**  
Textile & Surface Design BFA  
Minor in Art History  
Presidential Scholar, **4.0 GPA**

## ACHIEVEMENTS

2021 SUNY Chancellor's Award for  
Student Excellence  
2020 FIT Track & XC Team Captain  
2020 FIT Student Athlete Award  
2019 FIT Textile & Surface Design  
Graduation Award  
2019 Echo Design Scholar

## SKILLS

### SOFTWARE

Adobe Creative Suite  
Microsoft Office  
Mac / PC

### DESIGN

Concept Research  
Drawing / Painting  
Color Theory  
Technical Print Repeats  
Cleaning / Indexing Artwork  
Developing Colorways  
Art Packs

### PROFESSIONAL

Organization  
Writing  
Presentation  
Community-Building

## EXPERIENCE

### COACH

**New York, NY | Jun 2021 - Present**

#### **Print Design Assistant - Special Projects & Sustainability (3 mo)**

Selected by VPs to contribute to the founding of a new circularity-focused Gen Z apparel line. Helped forge creative concept and visual identity through branding graphics and print design. Hand-selected for role after submitting sustainability proposal and successful name for line.

#### **Print Design Assistant - Runway & Retail (3 mo)**

Assisted in design for men's and women's RTW, handbags, SLGs, and footwear. Hand-painted motifs, assembled repeats, and developed colorways based on seasonal palettes. Created headlining floral print for Coach x Disney collaboration. Trusted with design work for celebrity clients such as Lil Nas X, St. Vincent, and Odell Beckham Jr.

#### **Print & Concept Design Apprentice (1 yr)**

Conducted trend research and created brand-right concept boards. Scanned, cleaned, and indexed vintage and designer artworks, and responded quickly and positively to changes in concept or direction. Articulated manufacturing needs in detailed tech packs and prepared physical boards for presentations.

### JONATHAN ADLER

**Design Intern | New York, NY | Jan 2021 - May 2021**

Assisted Mr. Adler and Senior Print Director in textile and surface design across all product categories, including pillows, throws, bedding, rugs, tabletop, games, furniture, wicker, and packaging. Created tech packs for a variety of hard and soft products. Communicated directly with international manufacturers about sample shipments and design comments.

### NEW BALANCE DESIGN CHALLENGE

**MIT x FIT Innovation Workshop | Remote | Dec 2020 - Jan 2021**

One of six designers selected to represent FIT in collaboration New Balance Innovation and MIT. Researched SVETEX fiber technology, identified athlete needs, and prototyped footwear concept targeting longevity and recyclability. Presented research at MIT Sports Summit.

### RALPH LAUREN

**Innovation Intern | Program cancelled due to COVID | Jun 2020 - Aug 2020**

Selected out of 1400 applicants to work with David Lauren's Innovation team. Produced brand-centered applicant portfolio proposing integration of solar charging Mophie battery as future direction for RL Heat Jacket. Gained exposure to projects for Team USA Olympic uniforms.

### CARTER'S KIDS

**Graphic Design Intern | Remote | Jun 2020 - Aug 2020**

Strengthened hand drawing skills and developed graphic illustration style to fit brand identity. Designed and presented intern project to company VPs. Received full-time employment offer upon end of program.

### MILLWRIGHT DESIGN

**Technical Print Design Intern | Remote | Jan 2020 - May 2020**

Assisted in technical print design for line of luxury interior fabrics and wallpapers. Transformed over 20 designer sketches into scanned, cleaned, and indexed patterns in standard repeat sizes. Selected pantones, assembled art packs, and communicated with mills to produce first protos. Digitally mapped designs onto interiors and prepared presentation for Pierre Frey.