

# DREW WARSHAW

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Innovative leader with over 15 years of experience in kids fashion and product. Proven ability to build, grow and inspire teams to deliver elevated design and quality product.

## SKILLS AND INTERESTS

### PROFESSIONAL

Design, Color, Art and Assortment Expert  
Customer Focus  
Strong Presentation + Communication  
Trend Research Expert  
Team Management  
Fabric, Trim and Fit Expert  
Print + Graphic Art Direction & Management  
Extensive Competitive Shopping Experience  
Adobe Creative Suite

### PERSONAL

Highly Creative + Innovative  
Strategic Thinker + Strong Collaborator  
Goal Driven  
Open minded + motivated  
Detail Oriented  
Organized + Efficient  
Problemsolver + Forward thinking  
Strong Initiative  
Calm demeanor

## EXPERIENCE

SEPTEMBER 2022- Present | DESIGN DIRECTOR- KID'S CENTER FOR EXCELLENCE

### MACY'S . NEW YORK . USA

Lead the creative direction and design strategy for Macy's Baby private brand, overseeing a multi-season vision that balances trend relevance, storytelling, and commercial success. Partner with cross-functional leaders in merchandising, sourcing, and marketing to deliver cohesive seasonal assortments that strengthen Macy's position as a trusted destination for modern families.

- **Brand Relaunch Leadership:** Transformation of Macy's Baby & Kids private brands by collaborating with an external agency to define a new brand DNA and visual identity, resulting in refreshed brand books that guide design, marketing, and in-store storytelling.
- **Creative Direction & Product Strategy:** Drive seasonal color, concept, and trend direction across multiple product categories, ensuring a consistent brand narrative that inspires design teams and resonates with millennial and Gen-Z parents.
- **Cross-Functional Influence:** Partner closely with leadership, PD, and global factory teams to streamline development processes and deliver best-in-class quality, fit, and innovation.
- **Team Development:** Cultivate a creative culture rooted in curiosity, collaboration, and excellence-mentoring designers to think strategically, present with confidence, and connect creative storytelling to business goals.
- **Global & Operational Leadership:** Manage overseas travel and vendor collaboration to align aesthetic vision with production execution, ensuring on-time seasonal deliveries.
- **Culture & Wellbeing:** Active member of Macy's Wellness Committee, advocating for balance and team wellbeing as part of a holistic leadership approach.

2018- June 2021 | DESIGN DIRECTOR . GIRL'S

### Carter's Osh-Kosh . Atlanta . GA . USA

- **Business Leadership & Scale:** Led design for Girls apparel and swim (3 months-14 years), overseeing 1,400+SKUS per season driving \$370M+ in annual net sales.
- **Concept & Brand Direction:** Defined seasonal concept for Infant/Toddler and set creative direction for the new Kid age-up initiative.
- **Team Management:** Managed and developed a team of 5 designers, fostering collaboration and elevated design execution.
- **Category Expansion:** Oversaw Collections, Key Item Statements, Sets, Outerwear, Swim, Cold Weather Accessories, Hair, Jewelry, and Footwear.
- **Cross-Functional Strategy:** Partnered with merchandising, marketing, and photo studio teams to align storytelling with commercial strategy and drive big idea moments at retail and online.

2015-2017 | SENIOR DESIGNER + DESIGNER

### Carter's Osh-Kosh . Atlanta . GA . USA

Spearheaded design execution of Girls Playwear apparel line. Managed team of 3 designers while working closely with merchandising, sourcing, art and tech design teams to deliver affordable, functional and trend appropriate product to the consumer. Launched the Carter's Basics line also know as Stock up essentials which is 15% of the ecomm business. Partnered with tech design and merchandising to create a fit block library that is shared across brands.

2008 - 2014 | ASSOCIATE + ASSISTANT DESIGNER + INTERN . BABY, SLEEPWEAR

## EDUCATION

2009- Master of Arts, Fashion Design & Marketing - SCAD Atlanta, Georgia

2006- BFA, Fashion Design - SCAD & AIU Savannah, Georgia