

ALEX LEE

APPAREL & PRODUCT DESIGNER

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EXPERIENCE

Designer II, Kobe Apparel

NIKE • AUG 2025 - PRESENT

- Contributed to the end-to-end rebranding of the Kobe apparel brand, translating brand strategy and creative direction from initial concept through finished product.
- Led garment construction and motion-pattern-making studies to develop performance-driven solutions informed by basketball movement, fit, and functionality.
- Drove innovation material development, exploring new fabrications, constructions, and surface applications to support the evolving Kobe product vision.
- Partnered closely with cross-functional teams across design, product, materials, development, and manufacturing to translate creative concepts into production-ready product.

Assistant Womenswear Designer

LS&CO. — DOCKERS • JUL 2023 - AUG 2025

- Contributed to the design team's concept workshops and seasonal product development process.
- Designed women's mainline and activewear products, translating market insights and creative direction into commercial product.
- Managed trim boards and tech packs to support clear communication from design concept through development.
- Participated in lookbook photoshoots and supported end-to-end development of seasonal lookbook content.

EDUCATION

Polimoda, Italy

Master's Degree, Collection Design • 2022

SCAD (Savannah College of Art and Design), USA

Bachelor's Degree, Fashion Design • 2017 - 2021

SKILLS

Concept & Product Development • Pattern Making / Draping • Material & Fabric Innovation • Tech Packs & BOM / PLM • Market & Trend Research • CLO3D • Adobe Creative Suite (Photoshop, Illustrator, InDesign) • Collection & Lookbook Development

OTHER EXPERIENCE

Fitting Assistant

LISBON FASHION WEEK • OCT 2022

Winner

2022 READY-TO-WEAR LIVE BRIEF COMPETITION — BAGLIETTO

Created an apparel collection for luxury yacht company Baglietto; the team's collection was selected as the most successful response to the brief.