

SHANLEY SUGANDA

Creative Director | AI Product Builder | Fashion Innovation Leader

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Executive Summary

Design executive who turns chaos into systems: extracting the real problem from broken calendars, misfiring teams, and failing processes, then building organized solutions that run themselves. Grew the Lee men's business from \$5M to \$200M in annual sales over seven years at O5 Group (Lee's pending acquisition by Authentic Brands Group was announced in 2026, valued at up to \$1B), and launched the Dickies menswear license into mainline, club, and off-price channels in its first season. Previously responsible for \$125M+ in annual private label volume at Sears Holdings. Full product-engine expertise — trend direction, concept-to-commercialization, fabric and wash innovation, global sourcing across Asia and the EU — now augmented by automation that compresses design cycles and scales creative output.

Founder of Shanley.ai, a suite of AI-powered fashion design tools — trend intelligence, 3D garment visualization, tech pack generation — with generative and agentic workflows in daily production use, built on 25+ years leading men's apparel design for national retailers, private label programs, and licensed brands.

Core Strengths

- Creative vision and design strategy across multiple apparel categories: denim, sweaters/knitwear, wovens, outerwear, fleece
- Private label leadership for major national retailers; executive customer presentations and trusted-partner relationships
- Seasonal assortments from concept through commercialization within merchant strategies, price points, and AUC targets
- Innovation in silhouettes, fabrications, color, print, trim, and washes — balanced against commercial viability and margin
- Global sourcing and manufacturing fluency: direct factory, mill, and laundry partnerships; extensive Asia and EU factory travel
- Team building: hiring, mentoring, and coaching designers into motivated, accountable, high-performing organizations
- Cross-functional leadership with Merchandising, PD, Technical Design, Sourcing, Account Management, and Marketing
- AI-enabled design practice: generative video and imagery, agentic workflows, automation — in daily production use
- Adobe Illustrator, Photoshop, Figma, Miro, Premiere Pro, Excel; PLM (Flex / Centric / Be Product)

Experience

Senior Creative Director — Lee & Dickies Men's — O5 Group / Kontoor

New York, NY | 2019 – Present

- Grew the Lee men's business from **\$5M to \$200M in annual sales over seven years** through elevated product, disciplined seasonal direction, and trusted customer partnerships
- Launched the **Dickies menswear license (acquired Nov 2025)** and expanded it from mainline into club and off-price channels within its first season
- Lead men's design across denim, workwear, outerwear, knits, and wovens; own seasonal direction from research through buy meetings
- Lead four teams — Design, Product Design, Graphic, and CAD — while partnering closely with Sales and Production on line planning and execution
- Participate in sales meetings and build seasonal merchandising plans that translate account feedback into assortment strategy
- Serve as senior design voice in executive and buyer presentations; present trend reports, line strategies, and long-range concepts that drive assortment decisions
- Built a 24-week design calendar and drove cross-functional alignment, achieving an **87% adoption rate for Fall '24 assortments**
- Champion innovation in fabrics and washes with R&D, laundries, and mills; curate seasonal wash and fabric ranges and pull standards
- Create seasonal color palettes and concept maps; direct print/pattern, trim, and graphics with CAD partners
- Oversee fittings with Tech Design to protect design intent and quality from proto through PPS; ensure complete, accurate design packages
- Head PLM for the organization: led the custom build of the company's PLM system and created demo apps adopted across departments company-wide
- Identify what teams need before they ask: observe workflows, spot the time sinks, and build internal apps that give hours back each week
- Manage showroom set-ups and sample reviews for cohesive brand storytelling; approve e-commerce photography for brand integrity

Founder — Shanley.ai

Brooklyn, NY | 2025 – Present (concurrent)

- Built a suite of AI-powered fashion design tools (trend intelligence, 3D garment visualization, tech pack generation); produce brand content via generative video and agentic automation pipelines

Senior Designer — Men's Knitwear, Activewear, Sweaters, Outerwear — Sears Holdings

Greater New York City Area & San Francisco Bay Area | Jul 2011 – Mar 2019

- Managed multiple men's categories for private label brands, responsible for **\$125M+ annual sales volume** under Sears' private labels
- Led cross-functional teams across Merchandising, PD, and Sourcing to deliver trend-right assortments within AUC targets
- Conducted consumer and market trend research to guide fabric, silhouette, and fit decisions
- Mentored and coached design team members, building a strong collaborative culture

Knitwear and Sweater Senior Designer — C&A

Brussels, Belgium | Apr 2009 – Sep 2011

- Specialized in knitwear and sweaters, increasing the **Essentials business by 25%** through global trend research applied to design direction
- Collaborated cross-functionally with Merch, PD, and vendors to ensure timely garment execution

Knitwear and Sweater Designer — Macy's Merchandising Group

Greater New York City Area | Feb 2007 – May 2009

- Designed **40% of the Tasso Elba private label business**; reduced expenses through original design and streamlined approval processes

Knitwear and Sweater Designer — Liz Claiborne

New York, NY | May 2002 – May 2007

- Designed men's knitwear and sweater assortments; delivered commercially viable product aligned to brand DNA

Education

BFA, Fashion Design — Academy of Art University, San Francisco, CA

Certificate, UX/UI/Web Design — Bloc, Inc

Select Highlights

- Global vendor leadership and factory travel across China, Vietnam, Cambodia, Hong Kong, and the EU
- Multiple collaborations and capsule initiatives that strengthened brand identity and sell-in stories
- Known as a clear communicator and coach who builds motivated, accountable design teams