

# BARBARA MATTSON

## TEXTILE & SURFACE DESIGNER

Remote Textile & Surface Design Studio | Contract & Project-Based Design

Fort Lee, NJ | NYC Metro Area | Barbara.m.mattson@gmail.com | LinkedIn | Portfolio

Textile & Surface Designer with extensive experience creating original prints, graphics, and surface artwork for womenswear, childrenswear, activewear, and accessories. Skilled in repeat development, color matching, and re-coloring artwork to build visually compelling colorways aligned with seasonal direction. Transforms hand-drawn and hand-painted artwork into digitally refined files.

### CORE EXPERTISE

Trend Research & Seasonal Concepting

Color Matching & Colorways

Production-Ready Print & CAD Artwork

Seasonal Print Direction & Mood Boards

Textile & Surface Design

Graphic Design, Logos & Packaging

Wovens, Embroidery & Embellishment

Repeat & Color Separation

### PRINCIPAL TEXTILE / SURFACE DESIGNER

Barbara Mattson Design, LLC – Independent Textile & Surface Design Studio | Remote | 2018–Present

- Develop original and curated artwork for small and large fashion and product-based brands
- Design prints, graphics, repeats, embroideries, yarn dyes, logos, trims, and packaging
- Create cohesive colorways from inspiration, seasonal palettes, and client color standards
- Prepare colorway printouts as visual standards for communication and production accuracy
- Clients include: Elle Design Collective • Xcel Brands • Yoga Smoga • NOBULL • Q4Kids

### FOUNDER & CREATIVE DESIGNER

Calico Studio – Product-Based Surface Design Studio | NJ | Remote | 2023–Present

- Developed original surface artwork and graphics for kids' accessory product-based collections
- Directed product development from concept through sourcing and small-batch production
- Created brand identity, packaging, and marketing visuals to support product launches
- Develop brand identity, graphics, and surface design concepts for product-based brands

### CAD ARTIST & GRAPHIC DESIGNER

NYC Alliance – New York, NY | 2017–2018

- Designed original prints, graphics, and embroideries for women's private-label apparel brands
- Developed colorways for sublimation and graphic artwork aligned with brand direction
- Prepared repeats and production-ready artwork through color reduction and cleaning
- Collaborated with design teams to execute print and surface design needs development

### CAD ARTIST & GRAPHIC DESIGNER

Elie Tahari – New York, NY | 2015–2016

- Developed original prints and graphics supporting seasonal collections and trend direction
- Prepared production-ready artwork and colorways for development
- Collaborated with design teams on print execution and refinement
- Managed strike-off comments & approvals directly with mills for development and production

## **GLOBAL BRANDS GROUP** (formerly Li & Fung USA / Regatta USA)

New York, NY | 2003–2015

### **CAD DIRECTOR - CREATIVE SERVICES**

- Directed CAD design team across artwork development for Jones New York, Ellen Tracy, and Adrienne Vittadini, ranging from department, off-price, and mass-market channels
- Created proprietary artwork for Kohl's private brands and supported designer collaboration collections (Narciso Rodriguez, Catherine Malandrino, Peter Som, Milly, and others)

### **CAD DIRECTOR** | 2008–2013

- Led CAD team and oversaw artwork development across multiple brands
- Increased department productivity through training, mentoring, and team development initiatives
- Designed & implemented a digital archive system improving organization and asset accessibility
- Collaborated with design teams to develop seasonal prints, color direction, and presentations

### **CAD / GRAPHIC DESIGNER** | 2003–2008

- Developed production-ready repeats, colorways, & graphics across multiple private label brands
- Created logos, hangtags, trims, and marketing materials supporting new brand launches
- Collaborated with design teams to develop CAD boards for sales presentations

### **TECHNICAL & DESIGN SKILLS**

Adobe Illustrator

Adobe Photoshop

NedGraphics

Print & Repeat Development

Color Matching & Recoloring

Original print, embroidery, and woven designs

Production-Ready Artwork Preparation

Vendor Communication & Strike-Off Approvals

### **EDUCATION**

New York University – B.S. Communications

Cayuga Community College – Associate Degree

### **EARLY EXPERIENCE** (Accessories)

Product Development Manager – Skaffles / My Generation, New York, NY

Visual Merchandising & Product Development Assistant – Capelli New York, New York, NY