

DANNY GEE

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DESIGN MANAGEMENT EXECUTIVE | ARTISAN FURNITURE MAKER CREATIVE DIRECTOR • MERCHANDISING • SOURCING • MARKETING

PERFORMANCE SUMMARY

A highly motivated and passionate design executive and entrepreneur, Danny's experience is a culmination of over 30 years in the fashion industry. Leading and inspiring innovation with extensive hands-on design, merchandising, visual merchandising, and global sourcing on teams in start-up to established global companies.

Skilled in interpreting markets and translating concepts to consistently deliver trend-right product that reflects the DNA of each brand. Proven capacity to balance creative abilities with strategic planning and business skills to achieve organizational goals. Extensive global travel to mills, factories, and trade shows to identify product opportunities and build relationships with key vendors.

In the summer of 2022, he embarked on a new challenge, relocating with his family to Finland. Now based in Europe, he has founded Gee Design, designing and creating Artisan Furniture. He continues to leverage his diverse design experience, offering contract consulting to global brands and suppliers.

CORE COMPETENCIES

Multi-Classification Design	Team Building	Interpreting/Adapting Trends	Factory Relationships
Men's & Ladies' Design	Execute Product Buys	Competitor Market Research	Garment Construction
Brand Building	Business Acumen	Color Palette Creation	Performance Fabrications
Entrepreneurial Spirit	Management Presentations	Print & YD Development	Graphic T-Shirts
Creative Problem Solving	Sales/Account Presentations	Sketching	Fittings & Technical Design
Drive Cross-Functional Teams	Leveraging Best Practices	Global Fabric Sourcing	Marketing & Trims

TECHNICAL COMPETENCIES

Adobe Illustrator	Adobe Photoshop	iGraphics Designer	MS Office
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PROFESSIONAL EXPERIENCE

Gee Design; Salo, Finland | www.geedesign.fi April 2023 – Present
FOUNDER

- Established a contemporary furniture business, original works handmade in Finland with traditional artisan techniques. Our pieces are meticulously crafted, using time-honored methods that have been passed down through generations. Each detail is carefully considered, from the choice of materials to the intricate joinery.
- Brand building, including website, social media, and logo development

Erda | Erda Life, Hiki LLC; USA | www.erdalife.com June 2019 – Present
PRINCIPLE

- Founded a brand and collection of products created from sustainable fabrics inspired but life at the shore, including windscreens and reusable and packable bags for beach, travel and everyday
- Designed and executed product including prints, packaging, and marketing collateral through full product lifecycle
- Built website and branding for Amazon, D2C and B2B sales and manage all operations for the business

Greg Norman Collection | Dunning Golf; New York, NY June 2015 – June 2022
VICE PRESIDENT CREATIVE DIRECTOR

- Fueled continuous development and innovation across men's and women's performance green grass and retail collections
- Increased leadership and team building role as new brands are acquired and expanded
- Focused fashion direction for 3 divisions while aligning product with each brand's performance DNA and design vision
- Global travel and collaboration with suppliers to reinvent signature fabrics and create new proprietary fabric opportunities
- Partnered with cross functional team leaders including sales, planning, licensing, marketing and technical design
- Conceptualized and execute all showroom, sales meeting and trade show visual merchandising presentations
- Managed and guided brand product development with global licensees

Tommie Copper, Inc.; Mt. Kisco, NY May 2013 – November 2014
SENIOR VICE PRESIDENT DESIGN & MERCHANDISING

- Built design & merchandising department for an aggressively growing 3-year-old start-up compression wear company
- Hands-on partnership and travel to mills, factories, and suppliers to identify and develop new fabrics and technologies
- Designed and executed the company's first retail store concept and fixtures, established as a test lab for new concepts

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Oxford Industries; New York, NY

September 2004 – January 2013

VICE PRESIDENT DESIGN & MERCHANDISING OXFORD GOLF

June 2005 – January 2013

- Drove all creative, merchandising and sourcing processes of the division for national retailer, green grass, and specialty account brands:
 - Oxford Golf, Links Tech, Oxford America
 - Southern Tide - Managed sourcing strategy for SC based start-up
- Guided sourcing and development strategy with Far East corporate sourcing team
- Drove development lifecycle including design, fabric sourcing, price negotiations, fittings, timelines, budgets and product buys
- Created & executed branding strategy including product trims, packaging, sales collateral, POS, photo shoots & trade shows

DIRECTOR DESIGN & MERCHANDISING GOLF

September 2004 – June 2005

- Managed design and merchandising for golf brands: Oxford Golf; Wedge, Power Swing, Golf Tech (Kohl's, Sears & JCPenney)

PVH; New York, NY

March 2003 – August 2004

SENIOR PRODUCT MANAGER, Sportswear Division

- Established bottoms design department and was instrumental in building pant businesses across brands in less than 2 years
- Success led to increased responsibilities and an extension of product categories into additional brands
- Designed and managed product development process for Heritage brands: IZOD, Arrow, Van Heusen

Gap, Inc.; New York, NY

January 1999 – March 2003

DIRECTOR, CREATIVE SERVICES, Gap Brand

January 2001 – March 2003

- Managed graphics department and legal trafficking team while spearheading launch of NY Product Archive System

DIRECTOR, GRAPHICS, Gap Brand

March 2000 – January 2001

- Refocused graphics department towards "speed to market" while reducing department costs

PRODUCT MANAGER, GRAPHICS, Gap Brand

January 1999 – March 2000

- Restructured & reorganized graphics department including legal review processes

GlenGate Apparel, Inc.; Cranford, NJ

February 1994 - August 1998

VICE PRESIDENT MERCHANDISING, DESIGN & PRODUCTION

June 1996 - August 1998

- Managed merchandising, design & production, domestic and overseas sourcing for f golf divisions

MERCHANDISING & PRODUCT DEVELOPMENT MANAGER

February 1994 - June 1996

- Implemented design, merchandising and production departments for start-up company

Graj & Gustavsen, Inc.; New York, NY

May 1992 - September 1993

DESIGN MANAGER, Apparel Division (ARRAY-New Retail Store Concept)

August 1992 - September 1993

WOMEN'S PRODUCT DESIGN MANAGER / ASSOCIATE DESIGNER WOMEN'S

May 1992 - August 1992

Banana Republic; New York, NY

February 1991 - May 1992

ASSISTANT DESIGNER, Women's Wovens

J. Crew; New York, NY

November 1990 - February 1991

ASSISTANT DESIGNER, Women's Division

Calvin Klein, Inc.; New York, NY

June 1990 - August 1990

DESIGN ASSISTANT, Women's Collection

EDUCATION

Parson's School Of Design; New York, NY - Fashion Design

Bachelor Of Fine Arts Degree with Honors for Academic Excellence

Ecole Parsons A Paris; Paris, France - Fashion Design (Parson's Mobility Program)

AWARDS & ACHIEVEMENTS

JCPenney Company / Parson's Student Designer Of The Year - 1990

President's Award / Oxford Golf - 2010