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PROFESSIONAL SUMMARY

Creative and detail driven Print, Color, and Concept Designer with expertise in original artwork development, seasonal palette creation, and trend driven story telling. Skilled in translating hand painted and vintage elements into cohesive print capsules for womenswear and youth markets. Experienced in translating cultural shifts and runway insights into compelling stories across apparel, intimates, and activewear. Known for bringing a thoughtful approach to every stage of the design process, from research and inspiration, to execution and presentation.

WORK EXPERIENCE

Associate Concept Trend Designer Feb 2024 – Present
Aerie, New York, NY

- Develop and present cohesive seasonal color palettes for Aerie and Offline brands, driven by in depth trend research, competitor analysis, and market insight. Collaborate with design and merchandising teams to ensure alignment on color direction; laying the foundation for multi-seasonal cohesion and product right color. Presented color “Cool Berry” for BTS 2025, a standout seasonal color outperforming core neutrals.
- Lead creation of printed Concept Kickoff books for executive presentations, combining trend research, visual storytelling, and graphic design to set tone and vision across cross functional teams.
- Developed and presented trend decks rooted in cultural, runway, and competitor research. Helped to shape seasonal concept direction and influencing key brand moments.
- Style outfits for milestone meetings and key presentations, utilizing research and inspiration to curate outfitting. Utilize mood boards, concept decks, and trend research to create visually impactful and inspiring room presentations to effectively communicate seasonal themes and inspire cross functional design partners.

Assistant Print/CAD Designer Feb 2022 – Feb 2024
Aerie, New York, NY

- Designed seasonal print and trim development across Apparel, Sleep, Intimates, and Activewear, translating creative direction into cohesive, brand right print stories for multiple product lines.
- Created hand drawn floral, conversationals, and lace artworks using watercolor, gouache, and digital techniques, bringing artisanal quality to seasonal collections across product categories. Utilized Lectra Kaledo software to create yarn dyes and sweater knits.
- Manage print collaborations and licensed prints, including Aerie x American Eagle ‘Match Made in Denim’, and Aerie x Muppets Sleep, managing Pantone standards, print development, and licensing to meet legal and brand guidelines.
- Researched runway, vintage, and market trends to build seasonal print libraries, providing the foundation for print storytelling season to season.

Associate Production Artist Oct 2020– Feb 2022
Centric Brands, New York, NY

- Collaborate with Design and Production teams to launch products into development, creating and organizing detailed tech packs to ensure accurate garment communication for costing and production. Leverage expertise in garment construction, techniques, and raw materials across 13+ licensed brands.
- Develop repeat prints and color separations for flatbed and rotary printing, applying artwork to 3D-rendered garments using Lotta 3D programs. Maintain in-depth knowledge of styles, printing methods, and art specifications for Centric Brands' kids' division.
- Previous Roles Held: Assistant Production Artist

EDUCATION

Bachelor’s Degree in Fabric Design 2016 – 2020
University of Georgia, Athens, GA