



Caeden Smilde

FASHION DESIGNER

CONTACT

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WORK EXPERIENCE

Men's Wearhouse, Sales Associate February 2024 – Present

- Adapt to the needs of customers effectively based on the situation.
- Assist in visual merchandising and promotional display setup for seasonal campaigns.
- Successfully increase personal selling goals by +15% consistently.

Fossil Outlet, Sales Associate June 2022 – December 2025

- Improved merchandising and promotional strategies to increase sales and customer engagement.
- Resolved customer complaints in an empathetic manner.
- Exceeded personal sales goal by +20% for 6 months.

PROFILE

Creative and detail-oriented Fashion Design student seeking a technical design position. Experienced in collaborative design environments, fashion CAD designing and spec sheets, and supporting creative and commercial objectives through research-driven design.

EDUCATION

Western Michigan University Kalamazoo, MI

Bachelor of Science Degree

Fashion Design and Development Major

Advertising and Promotion Minor

GPA: 3.96

Member of Merchandising Opportunities and Design Association, RSO

SKILLS

Design & Creative

- Material, Market, & Trend Research
- Visual Storytelling & Concept Development, Design Presentations

Technical

- Advanced Sewing and Patternmaking
- Adobe Illustrator, Adobe Photoshop, Microsoft Excel, Miro, Canva
- Technical Fashion CAD Design

Professional

- Cross-Team Collaboration
- Client-Focused Communication
- Self-Directed & Detail-Oriented Workflow