



Anna Lee

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With over 20 years experience in the fashion industry, Ms. Lee has worked in nearly all facets of the product design + development field. She balances her professional time between providing creative guidance and coaching to creatives on the verge of growth and change, and partnering with dynamic design + development teams to create innovative product + process.

Educational Background

Textile Design Lab
Coursework 2018-ongoing

Stoll Machine Knitting, NYC
Level 1 Certification
Sept 2013

Moorhead State University
Fine Art Program 1996-1999

Human Design Academy
Reader Certification March 2022
Partnership Certification Aug 2022

Reiki Master Level Training
Kathy Rowell, Master Trainer
Wigan, UK Feb 2004

Skills & Proficiencies

- Public speaking
- Group facilitation
- Artist coaching
- Macro + micro trend forecasting
- Designing via Procreate, Adobe Creative suite, and basic CLO 3D Software skills
- Translating said designs into tangible objects
- The best gluten free crepes you'll ever have
- Beekeeping

Work Experience

Artist + Designer

Ruby3 - January 2000 to Present

Services for international clients in trend forecasting, design, technical development, and textile design, with an emphasis in hats, coldweather accessories, and kid's sleepwear. Recent client partners include:

Senior Designer

Nantong A&C Ltd. - 2016-Present

*North American designer for US-based retailers; providing trend, market research, design, collaborative comp shopping, assortment building, and sales presentations.

*Lead vendor designed initiatives for coldweather accessories for Wild Fable, A New Day, Cat & Jack, More Than Magic, and Art Class; meeting financial goals while pushing for new eco-responsible materials + techniques and hitting core and trend benchmarks.

*Rebuilt and maintained kids business through relationship building and design.

*Won vendor designed business for Wild Fable cold weather three years in a row.

*Lead vendor designed initiatives for soft goods accessories for Ascena Sourcing Group retailers. (Justice, Maurices, etc)

Designer + Textile Designer

PM&J, Wuxi Jinmao Co. Ltd - Jan 2020-Jan 2021, with ongoing freelance as needed

*Lead vendor design collaborations with Target Newborn-Infant-Toddler and Kids Sleepwear Design Teams to create print and pattern design, fabric development, and deep dive market research.

*Piloted and rolled out 3D Cad and sampling for Infant- Toddler- Boy + Girl Sleepwear

*Created national survey with deep dive market research for the evolving tween market to help inform new silhouette and fabric priorities as the More than Magic brand was shifting to Art Class.

*Print + pattern design for Junior, Missy, and Family Sleep.

Creative Guidance Counselor

Workerby - May 2015 to Present

*Empower the creative process through workshops, energy portraits, human design and guidance sessions to provide a better understanding of the individual, the collective, and their responsibility to the self and each other through creative exercises, contemplation, and discussion.

*Curate monthly Bright Moon Salon, a monthly meet up of creative individuals in both Moorhead and Minneapolis, invested in supporting each other by holding space for the individual within the collective.

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Exhibitions & Events

"Gray Matter Series: Mother Trees"

Collaborative Gallery Exhibit at The Arthouse Moorhead, MN October 1+2 2022

"Nurturing Your Creative Practice with Nature"

Workshop- taught at the Rourke AG+M, Mhd, MN Sept 2022

63rd Annual Midwestern Invitational Exhibition

at the Rourke AG+M Mhd, MN June-Sept 2022

62nd Annual Midwestern Invitational Exhibition

at the Rourke AG+M Mhd, MN June-Sept 2021

"Full Circle: Abstract Paintings + Textiles"

at Luna, Fargo ND April-June 2021

The Future Artist Residency, Mpls MN Feb 2020

60th Annual Midwestern Invitational Exhibition

at the Rourke AG+M Mhd, MN June-Sept 2019

"Gray Matter Series: Body of Work" Pop-up

Gallery + Retail Event at Parallel Mpls, MN April 2019

"Gray Matter Series: Body of Work" Workshop

Series in Mpls and Fargo- May + Sept 2019

"Gray Matter Series: Sense of Self " Art Film +

Fall Collection Launch Mpls, MN Fargo, ND Sept 2018

"Homecoming, Paintings by Anna Lee" at Luna

in Fargo, ND Aug-Sept 2018

59th Annual Midwestern Invitational Exhibition

at the Rourke AG+M Mhd, MN June-Sept 2018

"Gray Matter Series: Sense of Place" Pop-up

Gallery at Winsome Flagship Mpls, MN April 2018

"Gray Matter Series: Dismantling Janteloven" at

The Arts Partnership Artful Evening Fargo, ND April 2018

Gray Matter Series: Pop-up Gallery and Retail

Experience at the Hewing Hotel in

Minneapolis, MN during Fashion Week MN, Sept 2017

Work Experience

Creative Guidance Counselor- Workerby, continued

* Produce Gray Matter Series, a multi-disciplinary collaborative series that brings together creative professionals to *play* in their areas of expertise as it relates to each season's theme. Every collection involves a concept that builds on the previous, and culminates in a launch event that celebrates the results of the investigation process.

Senior Technical Designer

Target Corporation- April 2011 to August 2016

* Technical Product Development for Men's and Women's Hats, Scarves, and Cold Weather accessories.

* Provide ongoing product development support and education to cross-functional partners for seasonal categories.

* Develop product standards and fabric libraries for greater consistency and quality across brands.

* Established the Business Partner Fit Engineer program in Cold Weather accessories, increasing collaboration and consistency with vendors.

Technical Designer + Fit Process Engineer

Target Corporation- October 2002 to January 2008

* Developed and integrated innovative tools and standards for softlines technical product development for corporate and global use.

*Developed the Business Partner Fit Engineer training program and Minneapolis Experience for apparel divisions.

*Technical Design on SWAT team, providing flexible and ongoing support for Target apparel teams

*Worked on nearly every product category that the technical design team was supporting at the time.

Founder + Executive Director

MNfashion + Voltage: Fashion Amplified- November 2003 to April 2011

* Founded Voltage, MN's premiere fashion show of the aughts, which garnered unprecedented local and national media attention, while maintaining a core ideal of artistic development and promotion.

* Managed and developed core team of 25, with an event crew of 200+.

* Developed and evolved a designer incubator, integrating all areas of MNfashion and providing professional resources to emerging designers through workshops, professional counseling, and a design panel of industry experts.

* Built a working board of nine community leaders, nine committees of over 50 talented and dedicated individuals, and a volunteer army of over 250 enthusiastic supporters.

* Developed collaborative bonds and programming with museums and arts organizations such as Mia, the Walker, Minnesota History Center.

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Exhibitions & Events, Continued

58th Annual Midwestern Invitational Exhibition
at the Rourke AG+M Mhd, MN June-Sept 2017

American Craft Council Show Circuit, Saint
Paul, MN, 2016/2017 and San Francisco CA,
2017

Walker Art Center Accessories Mart, Mpls, MN
Feb 2017

"Horse of a Different Color" Kentucky Derby
Collaborative Collection and Illustration/Photo
Exhibit with Illustrator Allegra Lockstadt

"The Shoot", Interactive Photoshoot and Retail
Event for Fashion Week MN, Sept 2015 and
April 2016

Recent and Current Volunteer & Community Work

Board of Directors

Rourke Art Gallery + Museum

June 2017 to June 2022

Vice Chair- 2018-2019 and 2021-2022

Chair- 2019-2021

Professional Design Mentor

University of Minnesota College of Design

Fashion Design with an emphasis in sustainability + disruptive business models

Past Community Engagement & Recognition

- * Guest Juror, Lake Region Arts Council Main Exhibit January-March 2020
- * "Speaking the Past: Heritage, Publishing, and Discourse in the Digital Age"
Colloquium Guest Speaker- Middelburg, Netherlands, Oct 2019
- * "Reclaiming a Sense of Self in Surreal Times" Guest Speaker Da Social Space,
Heraklion Greece, October 2019
- * Creative Mornings Guest Speaker- Surreal, January 2019
- * Art and Business Breakfast Guest Speaker- Plains Art Museum, July 2018
- * Volunteer of the Year Award, MN Chapter of National Association of Women
Business Owners, 2014
- * Professional Design Mentor, University of Minnesota College of Design, 2010-2016
- * Design in Seven Speaker Series, U of M College of Design, April 2012.
- * Keynote Speaker at Career Day, Fashion Group International, Oct 2010.
- * Best Fashion Booster- Best of the Cities, Minnesota Monthly Magazine, Sept 2010.
- * Emcee for University of Minnesota Senior Student Fashion Show, Insight, Feb 2010.
- * "A Day in the Life" speaking engagement at Career Day, FGI, Fall 2007-2009.
- * Visualization Studio Client at Minneapolis College of Art and Design, Fall 2006.
- * Professional Advisory Committee for Fashion Programs at College of St Catherine,
College of Visual Arts, Minneapolis Community and Technical College, Art Institutes
International