

LILLIAN MAPLE

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Education

The University of Georgia '23 Cum Laude Graduate B.S.F.C.S. Fashion Merchandising - Product Development & Design

Emory University- Graphic Design & Visual Communications Certificate

Employment Experience

Assistant Designer - Exclusive Brands

Carter's Inc - Atlanta, GA

October 2025 - Present

- Design seasonal assortments of sleepwear, playwear, and infant apparel for Carter's exclusive Child of Mine brand at Walmart.
- Conduct macro trend research using WGSN, Future Snoops, and competitive market analysis to support seasonal creative concept direction.
- Partner with art and technical design teams to develop innovative graphics, prints, and silhouettes using Adobe Illustrator.
- Deliver accurate and timely line sheets to cross-functional teams through Miro and FlexPLM.
- Collaborate with merchandising and supply chain teams to refine assortments and adapt quickly to customer feedback, consumer insights, and sales performance data.

Product Development & Commercialization Associate - Baby, Sleepwear, Accessories

Carter's Inc - Atlanta, GA

June 2023 - October 2025

- Managed the product lifecycle of the core assortment of Carter's apparel and accessories for retail, wholesale, and e-commerce channels.
- Collaborated with cross functional teams to develop innovation in textiles, silhouettes, artwork, and in-store product presentation.
- Created 150+ Bill of Materials per season and exceeded annual company accuracy goals.
- Tracked and reported on all stages of sample development using Microsoft Suite, FlexPLM, and Tableau.
- Worked with Product Integrity and Technical Design teams to ensure compliance to stringent product performance and quality standards.
- Supported company-wide wholesale channel growth initiatives by responding quickly to account feedback and managing calendar deadlines.

Wholesale Sales Representative

Michael and Paula Hyman Inc. - Atlanta, GA

June 2021-June 2023

- Worked directly with 200+ retail buyers to select product assortments from women's apparel and accessories brands including MinkPink, Free People, Spanx, and Sheila Fajl.
- Performed sample management and order placement using Joor, NuOrder, and Excel.
- Communicated with product development & design teams to provide feedback on consumer analytics, business reporting, and product integrity.
- Exceeded sales goals by providing personalized experiences for clients based on their target market and merchandising strategy.

Professional Skills & Expertise

- Adobe Creative Suite
- Garment Design and Construction
- Lectra & Kaledo suite
- Microsoft Office
- Tableau, Anaplan, Intellimas, Flex PLM
- Trend Research and Analysis
- Textile Development & Sourcing
- Sample Management & Reporting