

KYLA SJOGREN

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Senior Textile Designer with a Master's degree and 9 years of experience leading internal teams and cross functional partners through research, design, and production. A textile expert and natural facilitator focused on human-centered design and sustainability, developing revenue expanding materials and patterns while creating connective CSR and environmental partner opportunities. Solving complex problems as a certified Scrum Master, using data and customer analysis, fostering diverse ideation, and formulating agile product solutions.

EXPERIENCE

COLUMBIA SPORTSWEAR - Portland, OR (Remote)

Jul 2016 – Present

Senior Textile Designer

- Hired to lead design across Sustainability, Yarn Dye, Print, and Production, developing new materials to drive sales across Performance Fishing (M), Sportswear (M/W), and Outerwear (M/W) - 2 seasons/year.
- Responsible for creating and launching the famous Palaka plaid, outselling YoY for 6 seasons in a row; highest volume print sold with 480K units.
- Design patterns for top-selling Rapid Rivers shirt for 12+ seasons; selling 74.8K units in 2021.
- Build education programming for the Executive team, training sustainability opportunities and initiatives.
- Create microplastics partnership with Cora Ball's Founder to pitch giveaways with every Steens Mountain fleece purchase.
- Team with Corporate Responsibility to pitch and design the match-up with Ocean Foundation for the release of sustainable performance tee.
- Direct research to meet U.S. and global consumer and trend markets; oversee comp analyses to inform designs and target sustainability plans; use predictive forecasting fused with brand identity, customer journey maps, buy-in, and sell-through data.
- Run Material Research team workflows to manage Manufacturing; develop insights testing, fabrication, costing, functional features, fit requirements, apparel design details for woven and knit material design.
- Manage Production Associate and partner cross functionally with Product Line Managers, Apparel Design, Technical Designers, and Product Engineers to meet go-to-market dates and relentless process changes.

PORTLAND STATE UNIVERSITY - Portland, OR (Hybrid)

Jan 2020 - Nov 2020

Adjunct Professor | Textiles

- Hired to develop 2 new course curriculums for University - Intro to Weaving and Natural Dyes Concepts; built introduction to conceptual, technical, and sustainable programming across textile processes; established instruction plan, with hands-on courses, including training on floor looms.

ADIDAS - Portland, OR

Apr 2016 - Jul 2016

Apparel Developer

- Contracted into role to oversee Basketball (M), managing product development process for 35 category styles from seasonal kickoff through to commercialization; recruited away by Columbia.

PENDLETON WOOLEN MILLS - Portland, OR

July 2013 - Apr 2016

Textile Designer & Developer

- Designed woven dobby and jacquard fabrics for Pendleton's exclusive line of home decor and apparel; role spanned from design concept to commercialization in a domestic vertical woolen mill.
- Partnered with Nike, LL Bean, Uggs, Lands End, and Portland Timbers (soccer team) for special design collaborations; worked with partner Merchandiser teams to develop footwear and accessories.
- Managed highly technical design and development of accessories, sportswear plaids (M/W), novelty weaves (W), and blankets/home decor; facilitated Merchandising, Production, and Mill to define requirements and ensure product quality.

EDUCATION

Pacific Northwest College of Art - *Master of Fine Arts (MFA) Applied Craft and Design* May 2013
Textile Focus, Awarded Program and Practicum Awards

University of West Florida - *Bachelor of Fine Arts (BFA)* May 2011
Multi Media Sculpture (soft surfaces, furniture, fixtures - commercial and residential interiors)

CERTIFICATIONS/TRAINING

- Certified Scrum Master: Agile Project Management
- Situational Leadership Training SLII Model
- Confronting Bias: Thriving Across Our Differences
- Navigating Environmental Sustainability
- Figma Essential Training
- Learning Design Thinking
- Option B: Building Resilience

TOOLS

Adobe: Photoshop, Illustrator, Indesign

Microsoft: Powerpoint, Word, Excel

Collaboration Tools: Miro and Figma

Textile: Nedgraphics and Aquario

Industry: PLM/PDM

AFFILIATIONS/VOLUNTEER

- Lower Nehalem Community Trust: Stewardship, Graphic Design + Fundraising
- Hoffman Center for the Arts: Fundraising
- Trailkeepers of Oregon: Stewardship, Trail Ambassador
- Whale Watching Spoken Here OPRD: Interpretation
- North Coast Land Conservancy: Stewardship
- Oregon Shores Conservation Coalition: Community Science
- North Coast Tourism Management Network: Educating While Recreating

RECENT ACCOMPLISHMENTS

- Keynote Speaker Design Museum Foundation 2021
- Keynote Speaker: Eugene Weaving Guild January 2020
- Featured Artist: Cannon Beach Arts Asso. 2021
- Featured Artist: Indigo Blue in Tokushima, Japan 2020
- Special Instructor: Weaving Concepts for PNCA MFA Candidates
- Special Instructor: Reed College BFA Candidates
- Teacher: Oregon North Coast Indigo Festival