

JEN GASSIRARO

Design Director | Textile & Surface Design Executive 817.253.3633 | jen@zoejodesign.com | Dallas, Texas
[DESIGN WEBSITE](#) | [PROFESSIONAL ARTIST WEBSITE](#)

EXECUTIVE PROFILE

Visionary Design Leader with over 20 years of experience bridging the worlds of boutique studio ownership and high-volume corporate retail. Expert in translating artisanal hand painting and fine arts methodology into commercially successful textile collections for global brands including Crate & Barrel, Garnet Hill, Target, and JCPenney. Proven track record in leading multi-disciplinary teams, managing \$400M+ brand portfolios, and navigating the end-to-end lifecycle from creative concept to global production reality. Known for a unique ability to blend "high-art" aesthetics with rigorous market data to drive ROI.

CORE COMPETENCIES

- **Creative Strategy:** Trend Forecasting, Seasonal Concept Development, Brand DNA Synthesis, Artisanal/Hand-painted Art.
- **Technical Mastery:** Textile Construction, Weave Structures, Print & Pattern Engineering, Historical Textile Research.
- **Business Operations:** SKU Management, Global Sourcing (India/Asia), Budget Oversight
- **Leadership:** Team Mentorship, Cross-functional Collaboration, Executive Presentations

PROFESSIONAL EXPERIENCE

ZOE JO DESIGN | Dallas, TX | *Founder & Creative Director* | 2014 – Present | Founded and scaled a premier surface design studio providing bespoke textile solutions for top-tier global retailers in the apparel, home, and paper industries.

- **Creative Leadership:** Built a global creative partner from the ground up, directing a collective of 15+ artists to deliver high-volume, trend-forward seasonal collections.
- **Strategic Partnerships:** Act as a creative consultant for industry giants including Crate & Barrel, Garnet Hill, Target, Baby List, Procter & Gamble, and JCPenney.
- **Artisanal Innovation:** Bridge fine arts techniques (painting/drawing) with sophisticated digital workflows to create "hand-touched" prints tailored for modern, elevated consumers.
- **Market Leadership:** Curate and debut seasonal collections that translate high-level trend forecasting into commercially successful, shelf-ready retail products.
- **Commercial Success:** Direct the creation of custom, bespoke artwork projects that consistently achieve "Best Seller" status by aligning artisanal aesthetics with consumer demand.

JCPENNEY | Dallas, TX | *Textile Manager* | 2013 – 2014 | Directed the textile and graphic identity for a cornerstone brand exceeding \$400M in annual sales.

- **Team Leadership:** Managed a high-performing team of textile designers, overseeing staffing, departmental budgets, and freelance workflows.
- **Trend Execution:** Traveled to international print shows and vintage markets to curate trend-right artwork, ensuring brand relevance in a hyper-competitive retail market.

- **Executive Presentation:** Served as the creative voice for the brand, presenting seasonal directions to Senior VP-level product development and buying partners.

Sr. Textile Designer | 2011 – 2013

- **Program Growth:** Developed profitable graphic and pattern programs that consistently exceeded seasonal sales projections through strategic trend-mapping and SKU placement.
- **Cross-Functional Synergy:** Partnered with design leads to ensure textile continuity across diverse product categories.

Textile Designer | 2004 – 2007

- **Merchandising Strategy:** Collaborated with product development and buyers to merchandise cohesive programs across multiple categories.
- **Artistic Execution:** Utilized a blend of hand-sketching and digital art to develop print and graphics, ensuring technical accuracy in color and layout.
- **Mill Communication:** Facilitated daily communication with overseas mills to achieve desired finishes and production standards.

RASHI GROUP | New Delhi, India | *Designer of Marketing & Development (North America)* | 2009 – 2010

- **Global Sourcing:** Managed the development of \$14M in annual business, working directly with overseas mills to ensure design integrity and production quality.
- **Product Innovation:** Directed the selection of graphics, prints, and trims for woven categories, bridging the gap between North American design needs and Indian manufacturing capabilities.
- **Quality Control:** Managed the end-to-end color approval process, including lab dip analysis and strike-off reviews, to ensure 100% color consistency from concept to final production.

RUSSELL-NEWMAN, INC. | Dallas, TX | *Sr. Designer – Sleepwear* | 2007 – 2010

- **Portfolio Management:** Oversaw product design for a \$60M portfolio.
- **Supply Chain:** Negotiated costs with overseas partners and traveled extensively to Asia for production and sales sample approvals.

EDUCATION & ACADEMIA

Master of Fine Arts (MFA) | Painting & Drawing, Minor in Fibers | University of North Texas

Bachelor of Fine Arts (BFA) | Painting & Drawing | Texas Christian University

DALLAS COLLEGE / UNIVERSITY OF NORTH TEXAS *Arts Adjunct Professor* | 2000–2003 | 2025–Present

- **Creative Mentorship:** Cultivate emerging artists through critique, guiding the development of personal voice alongside mastery of color theory and composition in Painting & Drawing
- **Curriculum Development:** Design and execute programs centered on contemporary aesthetics, traditional technical drawing mastery, and the exploration of various media

TECHNICAL SKILLS & INTERESTS

- **Digital Tools:** Adobe Creative Suite Expert (Photoshop, Illustrator, InDesign).
- **Fine Art Mastery:** Hand-painting, Illustration, Technical Drawing, Weave Structures.
- **Personal Vibe:** A lifelong lover of vintage textiles, upcycling, and the expressive potential of color and pattern.