



Leynie Hester

New York, NY • <https://www.leyniehester.com/> • Leyniehester1013@gmail.com • 770-866-3112 • <https://www.linkedin.com/in/leynie-hester/>

WORK EXPERIENCE

Aerie and Offline

New York City, NY

Concept Design Intern

Jun. 2025-Aug. 2025

- Contributed to seasonal concept development, through trend, style, and color research, for both Aerie and Offline brands
- Collaborated with product category design leads to influence design, color, and trend alignment during seasonal development
- Brainstormed and built immersive concept rooms for kickoff with experiential visual merchandising and impactful styling

2026 Fashion Scholarship Fund Scholar & 2025 Ross Stores, Inc. x FSF Scholar

New York City, NY

Victoria's Secret x Breast Cancer Research Foundation Design Case Study, & Levi's x Spotify Merchandising Case Study

Feb. 2024-Present

- Researched relevant AI integration, consumer trends, and industry opportunities, leading to a sustainable brand collaboration
- Proposed an advanced design and merchandising strategy that aligns with brand values and connects to target market needs
- Designed a collection with technical flats and callouts, established assortment, financial outlines, and future opportunities

Abercrombie Design Summit

Athens, GA (Virtual)

Sophomore Designer

Aug. 13, 2024-Aug. 15, 2024

- Collaborated with a team of eight designers nationwide on a capsule design collection for customer engagement and growth
- Analyzed past designs, trends, silhouettes, and patterns to create an innovative and fresh collection that aligns with the brand
- Contributed through pattern design, pattern application, concept ideation, sustainability initiatives, and consumer experience

ANSL Vintage

Buford and Athens, GA

Owner

Jun. 2023-Present

- Founded an entrepreneurial venture to highlight the intersection of second-hand fashion, styling, and sustainable design
- Developed an E-commerce presence through Instagram and Depop, modeling, photographing, and marketing styles
- Sold product in twenty pop-ups to build brand awareness, engage with customers, and share my sustainable fashion vision

Kempt

Athens, GA

Creative Intern and Sales Associate

Feb. 2024-Present

- Curated an aesthetic and inviting store environment while increasing daily sales goals through styling and product knowledge
- Managed social platforms with fresh consumer growth concepts and community collaborations while retaining brand identity
- Led content direction from idea generation and set design to concept realization to engage consumers and grow sales

EDUCATION

University of Georgia Presidential Scholar

Athens, GA

Fashion Merchandising: Product Development and Design Emphasis

Graduation Date: May 2026

Fabric Design Studio Art Minor, General Business Minor, & Sustainability Certificate

GPA: 3.96

EDUCATIONAL EXPERIENCE

Fashion X:Change Berlin Fashion Week and Atlanta Sustainable Fashion Week

Berlin, Germany, and Atlanta, Georgia

Concept Director and Designer

Oct. 2025-Present

- Created a sustainably driven and culturally relevant photo and film collection, including original scrap designs for exhibition

American Eagle Outfitters

New York City, NY

"Design for Sustainability" Project Consultant

Aug. 2025-Dec. 2025

- Initiated and directed a training program for AEO designers, targeting innovative sustainability opportunities for the company

Fair Fashion

Athens, GA

Club President

Aug. 2022-Present

- Led a team of 24 executive members and hosted accessible clothing swaps and educational initiatives for hundreds

Spring Sustainability Study Abroad & Fall Fashion and Art Study Abroad

Hawai'i Island, HI, & Oxford, ENG and Cortona, IT

UGA Warnell Discover Abroad Spring Break & UGA Oxford-Cortona Fall Semester

Mar. 2, 2024-Mar. 10, 2024, & Aug. 2024-Nov. 2024

- Gained cultural capital by immersing myself in local sustainability initiatives, native art, history, and fashion practices

Delta Zeta Sorority

Athens, GA

Sustainability Executive

Mar. 2023-Mar. 2024

- Worked with local shelters to donate food and prevent waste, hosted in-house clothing swaps and garment mending opportunities, and presented a lecture on the second-hand clothing crisis to a chapter of over four hundred women

SKILLS

- | | | |
|---------------------------------|-------------------------------|--------------------------|
| • Adobe Photoshop & Illustrator | • Creative Design & Styling | • Task & Team Management |
| • Digital Apparel Design Tools | • Drafting, Draping, & Sewing | • Microsoft Office Suite |
| • CAD Print & Pattern Design | • Concept Direction | • Canva |