



Leynie Hester

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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 and 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 Abercrombie & Fitch
- 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

- Curate 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 for the consumers' viewing purposes

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

EDUCATIONAL EXPERIENCE

Spring Sustainability Study Abroad

Hawai'i Island, HI

UGA Warnell Discover Abroad Spring Break

Mar. 2, 2024-Mar. 10, 2024

- Studied sustainability and cultural initiatives that the local natives practice to protect their communities and the environment

Fall Fashion and Art Study Abroad

Oxford, ENG and Cortona, IT

UGA Oxford-Cortona Fall Semester

Aug. 2024-Nov. 2024

- Gained cultural capital and an expanded grasp of global markets by studying Italian luxury fashion and Renaissance art

Fair Fashion

Athens, GA

Club President

Aug. 2022-Present

- Led a team of 24 executive members and hosted accessible sustainability involvement and education initiatives for hundreds

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

Strike Magazine

Athens, GA

Content and Styling Intern

Aug. 2022-Aug. 2024

- Created concepts for photoshoots, worked with posing and set design to convey a story, and styled cohesive looks for pages

SKILLS

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| • Adobe Photoshop & Illustrator | • Sewing | • Concept Direction/Marketing |
| • Microsoft Office Suite | • Pattern Drafting and Draping | • Leadership/Management |
| • CAD Print and Pattern Design | • Canva | • Creative Design/Styling |