

SENIOR BUYER & PRODUCT DEVELOPMENT SPECIALIST

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BIGW

BON-TON

BRIGHTON
HOMES
let life in.

CALL OF DUTY

CITY BEACH
AUSTRALIA

DAVID JONES

PROFESSIONAL SUMMARY

Innovative and results-driven design professional with 25+ years of experience in product buying + development, creative direction, and trend forecasting in menswear and youth apparel. Skilled in translating consumer preferences into high-performing products that balance functionality, aesthetics, and profitability. Passionate about driving brand growth through collaborative leadership and strategic market insights.

CORE SKILLS

Design Expertise: Product design, garment construction, textile selection, and color theory

Product Development: Trend analysis, prototyping, supplier management, and quality assurance

Leadership: Team management, cross-functional collaboration, and process improvement

Market Insight: Consumer behavior analysis, competitive benchmarking, and market forecasting

Technical Tools: Adobe Creative Suite (Illustrator, Photoshop), PLM software, and CAD



INXS

JACOB & CO



mitre

MYER

PIPING
H&COT

Shilling Street Eight

SurfStitch



ZWEITY3

URBAN OUTFITTERS

EDUCATION

Bachelor of Industrial Design (Product & Graphic) ----> University of Newcastle | NSW | 1995 – 1998

Cert IV – Fashion Design & Merchandising (Design & Product Development)
Institute of Technology | Sydney, NSW | 2000 – 2001

Leadership & Management Development -----> ChiefMaker | Geelong, VIC | 2017

UX & UI Design AcademyXi, Online | 2021

Front-End Web Development AcademyXi, Online | 2021

ACHIEVEMENTS

Led the design of a top-performing menswear collection for Target, contributing to a 15% increase in sales in 2016.

Revamped Rusty's global product lines, achieving a 20% increase in market share.

Successfully launched over 10 product categories for Quiksilver, with improved quality and reduced production costs.

References -----> Available upon request

PROFESSIONAL EXPERIENCE

2023 – Present**Senior Product Developer / Buyer**

Retail Apparel Group
Johnny Bigg
Sydney, NSW

Spearhead product development for menswear, focusing on emerging trends, market demands, and consumer preferences.
Oversee sourcing, prototyping, and production processes, ensuring high-quality standards and timely launches.
Collaborate with cross-functional teams to align product concepts with brand identity and sales goals.
Drive growth in key categories by identifying opportunities and optimizing product assortments and open to buy.

2022 – 2023**Senior Product Designer**

NEX Group
Newcastle, NSW

Designed marketing assets and brand collateral, enhancing the company's visual communication strategies.
Led design and development for menswear and boys' categories, resulting in best-selling collections.
Streamlined workflows to reduce design-to-market timelines.
Utilized market analysis to develop customer-centric apparel solutions.

2017 – 2021**Head of Product**

Mens + Womens + Kids
Rusty (Global)
Osbourne Park, Perth, WA

Directed global design strategies for menswear, womenswear, and youth apparel.
Delivered cohesive seasonal collections through trend analysis, creative vision, and strong supplier partnerships.
Managed a multi-disciplinary team, fostering innovation while maintaining brand integrity.

2015 – 2017**Design Manager**

Mens + Boys + Athletic
Target Australia
North Geelong, Geelong, VIC

Design lead menswear categories, driving innovation and profitability through focused design solutions.
Developed and launched best-selling collections by leveraging consumer insights and efficient supply chain coordination.
Streamlined design-to-market processes, reducing lead times and improving product quality.
Managed a team of 8 designers and graphic artists

2008 – 2015**Head of Product**

Mens + Womens + Kids
Mambo (Global)
North Manly, Sydney, NSW

Created iconic collections across menswear, womenswear, and youth categories for the Mambo brand.
Cultivated a strong design identity that resonated with the target market and boosted brand recognition.

2004 – 2008**Design Manager**

Mens + Boys (Accessories)
Quiksilver
Torquay, VIC

Delivered commercially successful collections across menswear and boys' accessories, including bags, caps, and footwear.
Partnered with international suppliers to enhance material sourcing and achieve cost efficiencies.

2001 – 2004**Senior Designer**

Mens + Boys
SMP
Surrey Hills, Sydney, NSW

Designed bold and functional accessories for menswear and boys, from backpacks to footwear.
Enhanced efficiency and reduced costs while delivering high-quality, trend-forward products.

PROFESSIONAL SKILLSET

< Adobe Suite />

{ Illustrator }

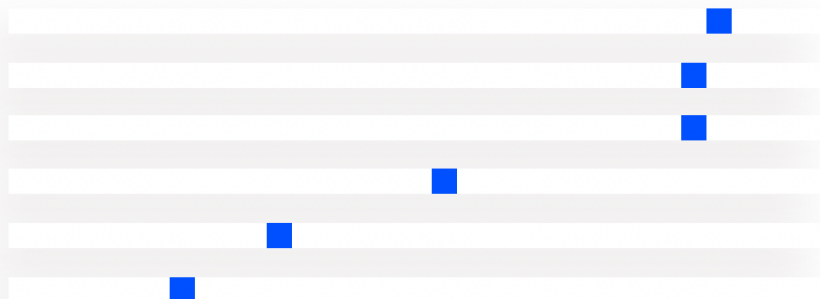
{ Photoshop }

{ InDesign }

{ Animate }

{ AfterEffects }

{ XD }



< Microsoft />

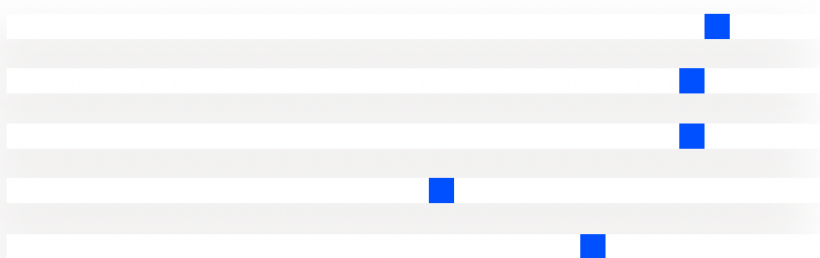
{ Outlook }

{ Powerpoint }

{ Excel }

{ Word }

{ Teams }



< Digital />

{ HTML }

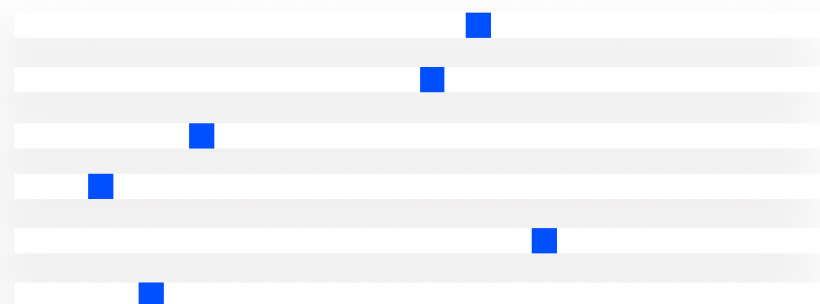
{ CSS }

{ JavaScript }

{ React }

{ Figma }

{ Git }



< Life />

{ Problem Solving }

{ Integrity }

{ Leadership }

{ Team Work }

{ Analytics }

{ Time Management }

