

DANNY GEE

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DESIGN MANAGEMENT EXECUTIVE | ARTISAN FURNITURE MAKER CREATIVE DIRECTOR • MERCHANDISING • SOURCING • MARKETING

PERFORMANCE SUMMARY

A highly motivated and passionate design executive and entrepreneur, Danny's experience is a culmination of over 30 years in the fashion industry. Leading and inspiring innovation with extensive hands-on design, merchandising, visual merchandising, and global sourcing on teams in start-up to established global companies.

Skilled in interpreting markets and translating concepts to consistently deliver trend-right product that reflects the DNA of each brand. Proven capacity to balance creative abilities with strategic planning and business skills to achieve organizational goals. Extensive global travel to mills, factories, and trade shows to identify product opportunities and build relationships with key vendors.

Living in Europe since 2022, he founded Gee Design to craft custom artisan furniture while continuing to provide creative direction for global brands and suppliers.

CORE COMPETENCIES

Custom Designed Furniture	Creative Problem Solving	Sales/Account Presentations	Factory Relationships
Artisan Woodworking Joinery	Drive Cross-Functional Teams	Interpreting/Adapting Trends	Garment Construction
Shaper Origin CNC	Team Building	Competitor Market Research	Performance Fabrications
Multi-Classification Design	Execute Product Buys	Color Palette Creation	Fittings & Technical Design
Men's & Ladies' Design	Business Acumen	Print & YD Development	
Brand Building & Marketing	Management Presentations	Sketching	
Entrepreneurial Spirit		Global Fabric Sourcing	

TECHNICAL COMPETENCIES

Adobe Illustrator	MS Office	Shaper Origin CNC
Adobe Photoshop	Autodesk Fusion360	Shaper Studio

PROFESSIONAL EXPERIENCE

Gee Design; Salo, Finland | www.geedesign.fi
FOUNDER



April 2023 – Present

- Established a contemporary furniture business, original works handmade in Finland with traditional artisan techniques.
- Designing & building custom modern wood furniture
- Brand building and marketing, including collaborations, website, social media, and trade shows
- Sales- D2C and wholesale/commission relations
- Fashion contract creative direction and team management

Erda | Erda Life, Hiki LLC; USA | www.erdalife.com
FOUNDER

June 2019 – Present

- Founded a brand and collection of products created from sustainable fabrics inspired but life at the shore, including windscreens and reusable and packable bags for beach, travel and everyday
- Designed and executed product including prints, packaging, and marketing collateral through full product lifecycle
- Built website and branding for Amazon, D2C and B2B sales and manage all operations for the business

Greg Norman Collection | Dunning Golf; New York, NY
VICE PRESIDENT CREATIVE DIRECTOR

June 2015 – June 2022

- Fueled continuous development and innovation across men's and women's performance green grass and retail collections
- Increased leadership and team building role as new brands are acquired and expanded
- Focused fashion direction for 3 divisions while aligning product with each brand's performance DNA and design vision
- Global travel and collaboration with suppliers to reinvent signature fabrics and create new proprietary fabric opportunities
- Partnered with cross functional team leaders including sales, planning, licensing, marketing and technical design
- Conceptualized and execute all showroom, sales meeting and trade show visual merchandising presentations
- Managed and guided brand product development with global licensees

Tommie Copper, Inc.; Mt. Kisco, NY

May 2013 – November 2014

SENIOR VICE PRESIDENT DESIGN & MERCHANDISING

- Built design & merchandising department for an aggressively growing 3-year-old start-up compression wear company
- Hands-on partnership and travel to mills, factories, and suppliers to identify and develop new fabrics and technologies
- Designed and executed the company's first retail store concept and fixtures, established as a test lab for new concepts

Oxford Industries; New York, NY

September 2004 – January 2013

VICE PRESIDENT DESIGN & MERCHANDISING OXFORD GOLF

June 2005 – January 2013

- Drove all creative, merchandising and sourcing processes of the division for national retailer, green grass, and specialty account brands: Oxford Golf, Links Tech, Oxford America
 - Southern Tide - Managed sourcing strategy for SC based start-up
- Guided sourcing and development strategy with Far East corporate sourcing team
- Drove development lifecycle including design, fabric sourcing, price negotiations, fittings, timelines, budgets and buys

DIRECTOR DESIGN & MERCHANDISING GOLF

September 2004 – June 2005

- Managed design and merchandising for golf brands: Oxford Golf; Wedge, Power Swing, Golf Tech (Kohl's, Sears & JCPenney)

PVH; New York, NY

March 2003 – August 2004

SENIOR PRODUCT MANAGER, Sportswear Division

- Established bottoms design department and was instrumental in building pant businesses across brands in less than 2 years
- Designed and managed product development process for Heritage brands: IZOD, Arrow, Van Heusen

Gap, Inc.; New York, NY

January 1999 – March 2003

DIRECTOR, CREATIVE SERVICES, Gap Brand

January 2001 – March 2003

- Managed graphics department and legal trafficking team while spearheading launch of NY Product Archive System

DIRECTOR, GRAPHICS, Gap Brand

March 2000 – January 2001

PRODUCT MANAGER, GRAPHICS, Gap Brand

January 1999 – March 2000

GlenGate Apparel, Inc.; Cranford, NJ

February 1994 - August 1998

VICE PRESIDENT MERCHANDISING, DESIGN & PRODUCTION

June 1996 - August 1998

- Managed merchandising, design & production, domestic and overseas sourcing for f golf divisions

MERCHANDISING & PRODUCT DEVELOPMENT MANAGER

February 1994 - June 1996

- Implemented design, merchandising and production departments for start-up company

Graj & Gustavsen, Inc.; New York, NY

May 1992 - September 1993

DESIGN MANAGER, Apparel Division (ARRAY-New Retail Store Concept)

August 1992 - September 1993

WOMEN'S PRODUCT DESIGN MANAGER / ASSOCIATE DESIGNER WOMEN'S

May 1992 - August 1992

Banana Republic; New York, NY

February 1991 - May 1992

ASSISTANT DESIGNER, Women's Wovens**J. Crew;** New York, NY

November 1990 - February 1991

ASSISTANT DESIGNER, Women's Division**Calvin Klein, Inc.;** New York, NY

June 1990 - August 1990

DESIGN ASSISTANT, Women's Collection**EDUCATION**

Parson's School Of Design; New York, NY - Fashion Design

Bachelor Of Fine Arts Degree with Honors for Academic Excellence

Ecole Parsons A Paris; Paris, France - Fashion Design (Parson's Mobility Program)

AWARDS & ACHIEVEMENTS

JCPenney Company / Parson's Student Designer Of The Year - 1990

President's Award / Oxford Golf - 2010