

HANNAH SAUNDERS

FASHION DESIGNER

EDUCATION

VIRGINIA TECH UNIVERSITY

2016-2020 | Bachelors in Fashion Merchandising and Design | Minor in Marketing

EXPERIENCE

SAM FINGER NEW YORK | DESIGN LEAD

APRIL 2024-FEBRUARY 2025

- Directed the design and development of seasonal runway collections—overseeing concept ideation, garment design, and production—as Lead Designer for the SS25 show “Good Morning America” and Women’s Design Director for the FW25 show “24 HRS”
- Collaborated closely with the Creative Director to shape brand vision, storytelling, styling, and artistic direction for runway presentations
- Executed a high/low design strategy blending avant-garde looks with ready-to-wear, highlighted in FW25 “24 HRS” via a streetwear collab with Jonah Almost—released as a see-now, buy-now capsule and featured in Paper magazine.
- Managed sourcing and costing to align material choices with creative goals and budget constraints.
- Produced high-quality runway samples, working on initial draping/patternmaking, fittings, revisions, and final construction under tight deadlines
- Supervised design interns, assigning daily tasks and maintaining smooth studio operations
- Assisted in the planning and execution of runway shows, contributing to creative staging, backstage coordination, and show-day logistics

SAUND NYC | CREATIVE DIRECTOR

SEPTEMBER 2023-PRESENT

- Designed and developed women’s capsule collection under namesake brand, SAUND, selling made to order pieces
- Developed sketches, CADs, tech packs, patterns, and hand-made each style
- Directed lookbook and e-commerce photoshoots; created lookbook and linesheets for wholesale.
- Managed online store and brand’s social media presence

WIEDERHOEFT | STUDIO ASSISTANT

JULY 2023-DECEMBER 2023

- Assisted with development and production of pieces for client orders as well as Spring/Summer 2024 show collection and Nemaquin holiday show costuming
- Picked out trims, communicated with suppliers and factories, picking up/dropping off samples and orders; hand sewed embroidery, beading, and closures on garments
- Dressed models and performers for S/S 24 “Night Terror at the Opera” show

TAILOR VINTAGE | ASSISTANT DESIGNER

AUGUST 2022-JANUARY 2023

- Designed men’s knits and woven across all product categories including tops, bottoms, outerwear, and performance.
- Created CADs and linesheets for each season and for specific buyers.
- Assisted with fittings and added revisions to tech packs.
- Commented on lab dips, fabrics, and trim submits for development and bulk production and communicated revisions/approvals with factories.
- Reviewed and took specs on samples for production approval.
- Assisted on and styled photoshoots, including fall campaign photoshoot in Norway.
- Worked cross functionally with sales and merchandising to create linesheets, set up showroom for appointments, and participate in trade shows

INDIGO REIN | ASSISTANT DESIGNER

AUGUST 2021-AUGUST 2022

- Designed junior’s denim and non-denim bottoms for wholesale and private label accounts.
- Conducted seasonal trend research and created CADs and tech packs.
- Coordinated with factories for sample production and managed showroom sample organization.
- Directed monthly photoshoots and developed seasonal lookbooks.
- Managed web merchandising and site design for both B2B and DTC platforms.

SKILLS

PATTERNMAKING | DRAPING | SCREENPRINTING | CUT & SEW | PRODUCT DEVELOPMENT
ADOBE ILLUSTRATOR | PHOTOSHOP | INDESIGN | CAD & TECH PACK CREATION | COSTING
SOURCING | SAMPLE MAKING | STYLING | COLLECTION PLANNING | DESIGN DIRECTION

CONTACT

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