

# ROBERTA BAKER-LUNDY

WHERE CREATIVITY MEETS CULTURE, AND STORYTELLING BECOMES STYLE.

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Boston, MA



## MY PROFILE

Senior Apparel Designer with over a decade of experience creating women's lifestyle, loungewear, and streetwear collections that merge creativity, culture, and confidence. Skilled in leading concept-to-market design, seasonal storytelling, and collaboration across global teams. Known for blending trend innovation and brand DNA to deliver products that empower women and drive commercial success.

## EDUCATION

2009-2014

### Fashion Business Management

The New England Institute of Art

2000-2004

### Apparel Design

Framingham State University

## SKILLS

- Design Leadership & Creative Direction
- Line Architecture & Go-To-Market
- Global Collaboration Design
- Line Architecture
- CAD Design, Adobe Creative Suite
- 3D Design
- Trend Forecasting & Consumer Insights
- Technical Design & Product Development
- Fabric, Trim & Print Development
- Cross-Functional Collaboration
- Calendar/Timeline Management
- Mentoring & Team Development

## INTEREST

- Traveling
- Fashion
- Animals
- Dance/Music
- History

## WORK EXPERIENCE

### Senior Designer

2016-PRESENT

Puma | Boston, MA

Led design for Women's Sportstyle, across categories from concept through production. Partnered cross-functionally with merchandising, development, and marketing to deliver trend-relevant, brand-aligned collections that connected culture, innovation, and commerce.

- Directed women's apparel design across multiple tiers—from Value Channel to Premium Collaborations including PUMA x LaQuan Smith, June Ambrose High Court, Lauren London "Forever Stronger", PUMA x The Marathon Clothing (TMC), and Wicked: For Good.
- Served as Lead Designer for We Are Legends, PUMA's platform celebrating Black creatives and the African diaspora; drove seasonal storytelling and product inspired by global Black culture and homecoming traditions.
- Championed adoption of 3D and AI-driven design tools (CLO3D, Browzwear, generative concepting) to accelerate sampling, enhance fit accuracy, and improve sustainability.
- Guided fabric, trim, and color/material innovation, aligning creative expression with cost and production goals.
- Presented seasonal design direction and line architecture to global leadership, influencing buy-in and go-to-market storytelling.
- Mentored junior designers and interns, fostering collaboration, accountability, and growth within the Women's Creative Team.
- Balanced creative vision with business strategy to achieve target margins, deliver on brand DNA, and strengthen PUMA's women's business globally.

### Founder/Creative Director

PRESENT

Deviant Rebel | Boston, MA

Founder and designer of an independent women's label that fuses rebellion, empowerment, and elevated streetwear. Lead creative direction, product design, and brand strategy across limited-edition collections and collaborations.

- Design & produce custom apparel and one-of-a-kind garments for clients, photo shoots, & live events.
- Translate client vision and body profile into bespoke fits, precision tailoring, & statement silhouettes.
- Develop design concepts, mood boards, & fabric stories that merge streetwear edge with couture detail.
- Manage end-to-end production including patternmaking, cutting, sewing, and finishing.

### Retail Team Lead

2010 - 2014

adidas | Somerville, MA

Supervise daily operations, coach team members, and drive sales through strong leadership and premium customer experience.

- Guide visual presentation and ensure alignment with brand standards.
- Motivate and develop staff, fostering collaboration and brand passion.