

RoBerta E. Baker-Lundy

Boston, MA • robertaelizabeth1@gmail.com • deviantclothier.com

Apparel design leader with 10+ years of experience creating commercially relevant women's and men's lifestyle and streetwear for global brands. Experienced in setting seasonal creative direction, translating consumer and trend insights into product strategy, building assortments, and leading product from concept through commercialization. Background includes global apparel design at PUMA, high-profile collaborative collections, cross-functional leadership, team mentorship, and independent brand ownership. Combines strong creative vision with commercial awareness, technical product knowledge, and a deep understanding of the consumer.

Experience

January 2026 - Present

Founder and Creative Director | Deviant Rebel | Boston, MA

- Founded and lead an independent women's apparel brand, directing product development, creative strategy, merchandising, operations, and customer experience.
- Set brand and seasonal creative direction, translating consumer positioning into apparel concepts, assortments, pricing, product storytelling, and visual identity.
- Design and develop apparel and accessories from concept through sampling, fit, material selection, and production planning.
- Lead sourcing and vendor development across fabrics, trims, packaging, production resources, and manufacturing while balancing quality, margin, MOQ, and delivery requirements.
- Direct collection storytelling, merchandising, campaign direction, e-commerce presentation, and customer engagement.
- Manage budgets, inventory, vendor relationships, product timelines, and launch planning while developing strategies for production growth and new retail experiences.

October 2014– January 2026

Senior Apparel Designer | PUMA North America | Somerville, MA

- Led Women's Lifestyle and Streetwear design across multiple categories, developing seasonal product around consumer needs, trend direction, retail strategy, and business goals.
- Built balanced assortments across core product, trend-driven styles, and special collaborations, making sure the collection worked creatively and commercially.
- Developed seasonal concepts, silhouettes, color, materials, graphics, and product direction while partnering with Product Development, Merchandising, and global teams.
- Presented seasonal concepts, collections, and product direction to leadership and cross-functional partners, taking feedback and helping move the product toward final decisions.
- Designed within cost and margin targets, balancing creative ideas with product value, pricing, consumer demand, and what made sense for the business.
- Led fittings and made decisions around construction, proportion, fit, and overall product execution through the development process.
- Managed multiple seasons and overlapping development calendars, identifying timing issues early and adjusting priorities when needed to keep projects moving.
- Worked as a key design partner between Design, Product Development, Merchandising, and global vendors throughout development and production.
- Delivered high-visibility collaborations including LaQuan Smith, June Ambrose, Lauren London, The Marathon Clothing, Sinclair, and Wicked For Good.
- Served as Lead Designer for We Are Legends, the first Black-led design group, helping drive culturally relevant collections while supporting product positioning, pricing, and go-to-market planning.
- Mentored Designer I-level designers and apprentices by showing them the systems and development processes, reviewing their work, giving feedback and critique, and helping them work through feedback from Merchandising and global teams.
- Supported junior designers throughout the season and recognized their wins as their collections and product silos were accepted and moved forward with Merchandising and global partners.

- Integrated 3D and AI design tools into the development process to improve efficiency and reduce unnecessary sampling.

May 2010 – October 2014

Team Lead / Supervisor | Adidas Outlet | Somerville, MA

- Supported the launch and leadership of a new adidas outlet location, contributing to store setup, operations, team training/readiness, merchandising, and customer experience.

Education

MAY 2014

Bachelor of Arts, Retail Management/Merchandising | NEIA | Brookline, MA

MAY 2006

Fashion Design and Retailing | Framingham State University | Framingham, MA

Skills

- Apparel Design & Creative Direction
- Seasonal Concept & Design Strategy
- Consumer & Trend Research
- Line Planning & Assortment Strategy
- Concept-to-Market Product Development
- Cross-Functional Leadership
- Team Mentorship & Development
- Senior Leadership Presentations
- Costing, Pricing & Margin Management
- Garment Construction, Fit & Technical Design
- Fabric, Trim & Material Development
- Vendor & Sourcing Collaboration
- 3D Design & AI Visualization
- Adobe Creative Suite

Certifications

McKinsey Leadership Essentials: Team Leadership, Business Leadership, Self-Leadership

Cotton Inc: Functional Finishing, Understanding Fabric and Product Defects, Seamless Knitting, Product Shrinkage

Previous Experience

- Sheraton Boston - HR Coordinator
- Best Buy - Hiring & Training Coordinator | Cash Wrap Supervisor
- UPS Store - Customer Service/Shipper
- Old Navy - Sales Associate