

Leanne Cuiffo

✉ lcuiffo@gmail.com | ☎ +16462969235

🌐 linkedin.com/in/Leanne Cuiffo | 🌐 LeanneCuiffo.com

Creative Lead Designer with 5+ years in footwear and accessory development, driving increased product line efficiency. Proven expertise in trend research, CAD design, and collaboration with multidisciplinary teams to deliver market-aligned products. Successfully managed diverse projects from concept through to launch for major brands, enhancing buyer satisfaction and product visibility.

Work Experience

Entrepreneurship

Owner/Operator

Callicoon, NY

10/2019 - Present

Opened a small gourmet cafe right before the Covid pandemic in a small river town. A lot of what I have learned from owning a small business is that all the skills attained could transfer to any position with a team. Problem solving has been the biggest portion of the business, this has been an amusing aspect. With training, motivating, and teaching skills, we have built a team that flows very well with busy small business life. There has been measurable results in the business with a 15%-20% increase in revenue each year. Owning a small business helped me see both sides of the "counter", the associate and the owners, this helped me hone in on my management skills and better manage larger groups of people.

- Research and development
- Leadership
- Problem solving

E.S. Originals, Inc.

Freelancer - Branded Design

New York, NY

07/2019 - 12/2020

Led collaboration with merchandisers and sales teams to launch new slipper line, increasing sales and the need for fresh product. Analyzed market trends to inform branding decisions, allowing clients to differentiate themselves and grow their customer base.

- Trend research
- CAD design
- Package design

Esquire Footwear, Inc.

Freelancer - Kids Design

New York, NY

05/2018 - 02/2019

Spearheaded branded product initiatives with the head designer, resulting in 30% faster licensor approval through strategic design modifications.

- Line-builder - licensed slippers - all genders
- Package design
- Trend research
- Tech packs
- Collaboration with design team
- CAD design

BCNY International, Inc.

Lead Designer - Volume Division

Hicksville, NY

12/2006 - 01/2018

As lead designer for the volume division, worked with sales team closely to create fresh new lines for various products. Merchandised development with head of sales and the VP of BCNY to innovate new product. Traveled overseas twice a year for research and development. Communicated with licensors for development and vision of the brand.

BCNY International, Inc.

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- Trend Research
- Line-builder - accessories - all genders
- Line-builder - hosiery - all genders
- Mood boards and booklets
- Communication with overseas offices/agents
- Buyer meetings - meticulous note taker
- Trade shows and aided designs for presentations
- Licensor product review and line-building - footwear and accessories
- Package design
- Trend research
- Tech packs
- CAD design

New York, NY

08/2002 - 12/2006

Wiesner Products, Inc.

Associate Designer - In-House Seasonal/Licensed

Developed seasonal mens, ladies, and kids collections that increased licensee engagement, enhancing market presence. Collaborated with merchandisers to design impactful mood boards, leading to improved buyer meeting outcomes.

- Mood boards and booklets
- Package design
- Trend research
- Tech packs
- CAD design

Skills

Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, Microsoft Office, Team Collaboration, Project Management, Social Media, Trend Research, Layout and Design, Brand Management/Design, Innovative Brain Storming, Communication, Logo Design

Education

The Art Institute of Fort Lauderdale
Bachelor of Science in Graphic Design

Fort Lauderdale, Florida
2002