

Naheemah Azor

(707) 720 - 8489 | naheemahazorcontact@gmail.com | [Portfolio](#) | [LinkedIn](#)

Key Skills

- Adobe Creative Suite - Illustrator, InDesign, & Photoshop
 - CAD - Flat Sketches
 - Tech Packs
 - 3D Design - Clo3D & Vizcom
 - Microsoft Office Suite
 - Prototyping
 - Color Theory & Strategy
 - Styling & Creative Direction
 - Macro & Micro Trend Analysis
 - Written & Visual Communication
 - Cross Functional Collaboration
 - Storytelling
 - Adaptability
-

Experience

Nike Inc. | Beaverton, OR

Designer II, Womens Streetwear Apparel, Global Jordan

July 2025 - Present

- Leads design and creative direction for key collaborators such as Jordan x Howard University collections since FA26 with culturally relevant storytelling, creative decks, and impactful design that captures the hearts and the minds of youth culture and the future of Jordan streetwear across mens and womens
- Designs global women's streetwear cut and sew collections for both Flight statement and Brooklyn essentials franchises obsessing materials, fit, and silhouette that align business and consumer needs
- Maintains a library of reference images, trims/fabrications, and garment samples for the design team to source inspiration and to create impactful visual mood boards and presentations
- Researches macro and micro trends utilizing Vogue Runway, WGSN, consumer focus groups, and culture driven activations to stay on the pulse of what's next in women's streetwear synthesizing insights into impactful decks that drive inspiration for the design team tailored to key marketplace needs

Designer II, Accessories Apparel Color Design

July 2023 - June 2025

- Led women's accessories color strategy utilizing trend research to identify areas for innovation and opportunity in our franchise product assortment that supports Nike Women's business strategy
- Reset the Nike One women's bags franchise including designing a duffle, tote, and backpack silhouettes using extensive consumer research to strengthen brand positioning in the marketplace, achieving tier 1 sustainability status during *a stretch into accessories product design*
- Created family files that accurately communicates color placement to factory partners utilizing Adobe Illustrator, with a strong understanding of color compatibility on materials and trims & dye techniques

Designer I, Accessories Apparel Color Design

Oct 2022 - June 2023

- Developed color theory and design strategy for seasonal prints, materials, and trims that were utilized in women's, kid's, and performance accessories (bags, headwear and socks) utilizing Clo3d software and Adobe Illustrator including ACG, Nike SB, Naomi Osaka, and Serena Williams collections
- Built strong presentation tools, layouts, mood boards, and trend decks, with detailed colored CADs that conceptualize the design direction for the season and category across global accessories product

Apparel Designer, Serena Williams Design Crew 3.0 & 5.0

Mar 2022 - Aug 2025

- Designed cut-and-sew women's apparel collections across SP/FA24 & SP/FA26 to the specifications of signature athlete, Serena Williams, constructing physical mockups to reimagine Nike sportswear silhouettes
- Crafted dynamic visual presentations and moodboards to storytell collection creative direction, contributing fresh ideas/insights to drive creativity and alignment across apparel, footwear, and accessories

- Led fit sessions with technical design partners and conducted domestic/international market research and consumer focus groups to refine fit, proportions, and design execution in alignment with Nike standards.

Naheemah Azor | Portland, OR

Freelance Styling & Image Consulting

Sept 2023 - Present

- Studies image architecture and creative direction under Law Roach ranging from celebrity styling, wardrobe styling, personal shopping, commercial photoshoots, editorial, & more
- Curates luxury wardrobe solutions sourced from vintage and designer showrooms and personalized styling experiences for clients, aligning fashion selections with individual lifestyles, goals, and brand identities
- Develops compelling visual storytelling through editorial-quality content, trend forecasting, and strategic brand positioning to strengthen client engagement and expand referral networks

Ethik Brands | Los Angeles, CA

Assistant Designer, Denim

Oct 2021 - Mar 2022

- Led Nordstrom's largest missy and men's denim account, overseeing jeans, jackets, tops, and skirts while reviewing samples, washes, and communicating with brand partners.
- Developed detailed denim apparel tech packs for Buckle, Fashion Nova, True Religion, Rue 21, and PTCL, translating creative direction into production-ready specifications and partnering with international factories to improve sampling timelines by 60%.
- Conducted WGSN and Stylus trend research on denim washes, finishes, and market trends to drive innovative product solutions and design narratives whilst maintaining an organized archive of garment samples, fabrics, trims, and washes for design development.

MADE Brands | Los Angeles, CA

Apparel Designer, Cut and Sew

Oct 2020 - June 2021

- Designed a 13-piece men's cut and sew and accessories collection for A/W 2021 in collab with FIDM
- Sketched technical flat sketches using Adobe Illustrator, created detailed tech packs with specifications for production, and performed technical design needs including spec sheets, fit sessions, and patterning
- Sourced fabrics, trims, and packaging materials for the collection in both international and domestic markets and communicating final design intent with factory partners

Marie Westwood Magazine | Los Angeles, CA

Freelance Art Director

Aug 2019 - Apl 2021

- Created promotional event decks and media content that generated \$35,000 in sales/sponsorships for the magazine in the 4th quarter of 2019 and increased social media engagement by 25%
- Designed original layouts & artwork for the magazine using Adobe Photoshop, Illustrator, & InDesign

AhSiren | Los Angeles, CA

Freelance Fashion Designer / Pattern Maker

Aug 2019 - Apl 2020

- Drafted and graded both manual and Gerber digitized patterns for a 5-piece women's lingerie collection
- Created prototypes, utilized draping techniques and bra construction thus conducting fit sessions according to the desired specifications and proportions of the fit model
- Designed a 5-piece collection for the brand utilizing hand sketching, sourced materials from domestic vendors, and met with their top clientele to conduct consumer research

Ivan Bitton Style House | Los Angeles, CA

Showroom Intern

Aug 2019 - Dec 2019

- Assisted stylist during 4 editorial photoshoots that were published in a high profile magazine spread
 - Maintained and organized 2 showrooms on a bi-weekly basis which improved workflow by 30%
 - Greeted stylists and high-profile clients and maintained a detailed record of their rentals
-

Education

School of Style By Law Roach | Los Angeles, CA | 2025

Certificate of Styling and Image Architecture

FIDM/Fashion Institute of Design & Merchandising | Los Angeles, CA | 2018 - 2022

Bachelor of Science: Business Management

Advanced Associate of Arts: International Manufacturing & Product Development

Associate of Arts: Fashion Design

Awards: Magna Cum Laude, President's Honor Roll, Merit Scholar, Fashion Club President