

# CHRIS WILDEMAN

## SENIOR CREATIVE, OPERATIONS LEADER

A builder and fixer of creative production systems across apparel, retail, and digital print. I take chaotic, high-volume environments and turn them into reliable, scalable operations without losing creative intent. Twenty years in apparel, licensed product, service leadership, and customer-facing technical roles give me a wide-angle lens on everything from workflows and design pipelines to workforce management, facility buildouts, and cross-functional operations.

## PROFESSIONAL EXPERIENCE

### CUSTOMER SUCCESS MANAGER – REGIONAL + LONGBLAKE ACCOUNTS

Kornit Digital | Englewood, NJ | 8/2024–11/2025

- Partnered with apparel and retail customers to align brand direction, product goals, color standards, and print quality across seasonal lines.
- Translated creative, technical, operational requirements into workflows that improved throughput, accuracy, and design-to-production execution.
- Ensured collections met fit, color, and construction requirements by tightening handoff between creative teams, merchandising, and production.
- Improved margin performance through operational fixes that increased uptime and reduced rework.
- Led cross-functional communication between creative, development, sales, engineering, and service teams to retain timelines and design integrity

### WESTERN REGIONAL SERVICE MANAGER

Kornit Digital | Englewood, NJ | 5/2023–8/2024

- Led a team of ten Field Engineers from the Mississippi to the Pacific, improving consistency, response times, and technical quality in the West.
- Built scheduling and escalation systems that reduced downtime, controlled service costs, and improved customer satisfaction.
- Developed training programs that raised technical competency and reduced repeat service calls.
- Tightened cross-team accountability through clear KPIs, weekly reporting rhythms, and structured communication with sales and engineering.
- Stabilized high-volume customers by diagnosing chronic issues and implementing long-term operational fixes.

### GENERAL MANAGER, DTG OPERATIONS

Zumiez | Corona, CA | 12/2019–5/2023

- Built Zumiez's in-house DTG division from scratch – scaled from 2K → 50K+ units/week across multi-shift operations.
- Partnered with Merchandising and Creative to execute graphic tees, fleece, and capsule drops aligned with brand identity.
- Led a team of 55, providing daily design direction, file prep oversight, color story execution, and fit/print consistency.
- Delivered cohesive seasonal collections by establishing style guides, silhouette standards, fabric compatibility workflows, and print finish specs.
- Improved SKU productivity through tighter handoff between creative, merchandising, and production – reducing sampling rounds and turn-times.
- Maintained cost and margin requirements through vendor management, material planning, and efficiency modeling.

### PRODUCTION + FACILITY MANAGER

DTG2Go/Delta Apparel | Cranbury, NJ | 8/2019–12/2019

- Opened a new DTG facility and built training, maintenance, and communication systems from scratch.
- Streamlined daily operations to meet aggressive delivery deadlines under high pressure.
- Improved shift-to-shift consistency by standardizing production handoff, QC, and technical workflows.

### PRODUCTION MANAGER

Printfly Corp | Philadelphia, PA | 3/2019–8/2019

- Increased production output while reducing QC failures by implementing clearer processes and hands-on operator coaching.
- Boosted team morale and creative throughput by improving communication and removing workflow bottlenecks.

### ART DIRECTOR + PRODUCTION MANAGER

Imagine Digital Printing/Freeze/Central Mills | Dayton, NJ | 7/2015–3/2019

- Managed licensed apparel pipelines for brands including Pokémon, WWE, Disney, Marvel, and Star Wars.
- Balanced daily creative direction with large-scale production needs for major national retailers.
- Ensured brand compliance and visual consistency across high-volume, fast-turn programs.

## EARLY CAREER SNAPSHOT

### SR PRODUCTION ARTIST Imagine Screen Printing | 2014–2015

Mentored junior artists and enforced brand accuracy across high-volume apparel programs; Delivered production-ready artwork under tight deadlines while reducing back-and-forth with production teams.

### HEAD DESIGNER

I&M Printing | 2012–2014

Owned full men's design pipeline: trend research, color development, graphic direction, fit/shape standards, and production handoff; Improved design accuracy and speed through better workflows and communication across creative and production teams.

## TOOLS + TECH

Adobe Creative Suite • Trello • Slack • Monday • Airtable • Google Workspace • Microsoft 365 • Salesforce • Zoom • ERP/WMS/CRMs

## INTERESTS

Manual Screenprinting • Music • Typography/Type Design • Hand-drawn Protest Signs • Watching Zombie + Slasher Flicks • Voiceover Acting • Photography • Intersectional Feminism • Coffee • Hockey • Painstakingly ATS-Optimizing My Resume

### FOUNDER

Casket Company, Tough Noogies | 2005–Present

Created independent apparel brands, overseeing concept development, design, production, and fulfillment; Delivered apparel and creative work for music, nonprofit, and retail clients through end-to-end creative direction.

## EDUCATION

AA Graphic Design, Brookdale Community College – 2008

## SKILLS + COMPETENCIES

Seasonal Collection Development • Color Story Creation • Trend Analysis • Men's Fashion & Market Research • Style Guides • Storytelling & Presentation • Competitive Landscape Analysis • Licensed Product • Lifestyle & Skate/SURF Adjacent Design Language • Tech Packs • Fabric & Trim Selection • Silhouette Development • Fit Standards • Construction Knowledge • Prototype Evaluation • Merchandising Alignment • SKU Productivity • Margin Compliance • Cost Engineering • Design Team Management • Mentorship • Cross-Functional Collaboration • Creative Feedback • Workflow Optimization • Cross-Team Communication • DTG Production • Color Calibration • Prepress Workflow • Sampling • Print Techniques • Manufacturing Standards

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