

## DETAILS

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nuttergfx@gmail.com

## PORTFOLIO

www.nuttergfx.com

## SKILLS

- Fashion Design
- Textile Print Design
- Licensed Product Development
- Character & Entertainment Licensing
- Artwork Graphic Design
- Range Planning
- Product Development
- Supplier Liaison
- Fabric Screen Printing
- Fabric Colour Palate/Pantone
- Garment Construction/Technology
- Concept Development
- Illustration
- Customer Service
- Organizational Skills
- Attention to Detail
- Communication
- Problem-Solving
- Direction
- Brand Development/Logo Design
- Sales
- Event Coordination
- Relationship Management
- Art

## INTERESTS

- Fashion Design
- Textile Print Design
- Artwork Graphic Design
- Concept Development
- Illustration
- Art



# SHERRYL NUTTER

APPAREL DESIGNER/ PRODUCT DEVELOPER/ BUYING EXPOSURE  
TEXTILE & PRINT DESIGNER/LICENSED PRODUCT & CHARACTER GRAPHICS  
GRAPHIC DESIGNER

## ABOUT ME

I am a commercially focused fashion and textile designer with over 10 years of industry experience, specialising in garment design, print development, and product-led collections for retail. Originally from South Africa, I immigrated to New Zealand just over six years ago, bringing a strong global perspective and understanding of diverse markets.

Throughout my career, I have led and contributed to the full design process, from concept and trend research through to final production. I have worked closely alongside buyers and cross-functional teams to ensure ranges are both creative and commercially viable. My experience includes developing garment ranges, creating placement and all-over prints, and preparing artwork for production. Extensive experience developing licensed apparel and character graphics for major international entertainment brands including Disney, Warner Bros., Marvel, Nickelodeon and Mattel. Skilled in working within brand guidelines, managing artwork approval processes and translating global pop culture trends into commercially successful retail products.

I have worked closely with buyers and suppliers to develop ranges that align with customer needs, price points, and retail strategy, and I am confident contributing to both design and product-focused roles.

After taking a sabbatical in 2014 to focus on raising my young children, I continued to develop my creative skill set through freelance and contract work across design and marketing projects, staying connected to evolving visual trends.

In addition to my fashion background, my freelance work has strengthened my digital design skills across branding, campaigns, and visual content for a variety of industries.

I am confident in developing cohesive collections with a strong eye for detail and colour. I thrive in collaborative environments and take pride in delivering high-quality work.

## SUMMARY

- Experienced Graphic Designer with demonstrated history in graphic design .
- Strong reasoning, influencing and negotiating skills.
- Creative divergent thinker.
- Strong arts and design professional.
- Work well within a team with leadership qualities and great interpersonal/relationship building skills.
- Strong ability to work independently, professional and loyal.
- Capable to manage multiple tasks, meet deadlines and strong work ethics.
- Proven high abilities to be efficient, dependable and reliable worker.
- Excellent organizational skills.
- Enthusiastic approach to all work.

## REFERENCES

- Graham - Hikoi Productions  
Number on request
- Di Riddell – BOP Blues Director  
(Contract):  
+64 27 956 3105
- Claire Venter – Global Recruitment  
(Client):  
+61 435 351 788
- Tanya Wolf - Fashion designer & graphic artist at Jacques Hau:  
+27 71 371 2130
- Luanne Appunn-Steyn - Textile & graphic artist at Truworths (Naartjie brand was bought by Truworths): Number on request

## WORK HISTORY

### 2011 Feb- 2014 November - Jacques Hau cc - Apparel Designer Lead

- **Promoted to Lead Designer (Managed a Team) March 2012- November 2014**
  - Presented seasonal ranges to buyers, contributing to product selection and commercial decisions.
  - Managed my team and I worked closely with the seamstress, pattern making and garment technician department and oversaw fits for garment construction.
  - My sales experience grew through presenting my samples and cad designs to buyers at head office retail companies. These presentations sold the product, that was then manufactured and put on shelves nationwide in SA.
  - Designed and planned the ranges from season to season as well as designed the artwork for garments and all-over repeats/rotary prints on fabric for client approval from brief right through to production.
  - Developed licensed apparel and character graphics for major international licensors including Disney, Warner Bros., Marvel, Nickelodeon and Mattel, managing artwork creation, brand compliance and approval processes from concept through to production.
  - Compiled the technical specifications for all garment specs for local production with style sheets and size specs sheets, including product sketches, showing detailed trims. Communicated with factories where there were required changes and amended where necessary.
  - Designed artwork graphics and compiled technical specifications for printers and embroider suppliers.
  - Supplied specifications for China measuring every point on spec and noting differences for sample amendments and fabric specifications for all proto samples.
  - I kept up to date with up-and-coming trends, colour pallets often creating trend forecasts, finding fresh inspiration for the season to season buying trips.
  - I often trained new employees coming into the industry and I worked well within a team.
  - Worked closely with buyers and production teams to ensure product aligned with target customer, price points, and retail requirements.
- **Apparel Designer /Textile Artist - Girls Wear (2-16) – Feb 2011- March 2012**
  - Designed garments and printwork for garments as well as for all over repeats/rotary prints on fabric.
  - My experience included design and construction of garments and helped where necessary to meet our targets and deadlines.
  - Compiled the technical specifications for production as well as for printers and embroiders.
  - Trained new employees.
  - Found fresh inspiration for the season to season buying trips and keeping with up-and-coming trends.

During my time at Jacques Hau (supplied solely to Woolworths), 90% of the company's garment supply was on the retail floor nationwide, South Africa for all kids wear, (boys & girls ages from 2 years to 16 years). The company was awarded supplier of the year 2 years running.

### Jan 2009 - December 2009

#### Get-a-head - Head Wear Designer - Contract

- Designed and supplied major chain stores in South Africa, for men's, ladies' and kid's head wear. Design of the product, right through to production stage.
- Specifications for China. Sample amendments.
- Liaison and meeting with buyers.
- Developed licensed apparel and character graphics for major international licensors including Disney, Warner Bros., Marvel, Nickelodeon and Mattel, managing artwork creation, brand compliance and approval processes from concept through to production.

## **WORK HISTORY..**

**March 2006 –May 2008**

**Naartjie Clothing (Part of Truworths Group) –Graphic Designer/ Cad Artist**

- Taking on the overflow of all related work within the design team. Helping assistant designers.
- Designing accessories and artworks.
- Compiling the technical concept designs for export to China.
- Worked alongside in-house buyers, supporting product and artwork development

**September 2002 – June 2004**

**Style Eyes of California**

**Apparel Designer/Textile Graphic Designer**

With some Graphic Design knowledge and skill, Style Eyes of California employed me and trained me in house in the fashion/ textile industry trade. I took on all responsibility in their graphics department as their sole fashion/textile designer and textile artist. All design, as well as the graphics artwork was for all ladies', men's and kids' wear.

- Designed the ranges from season to season as well as designed the artwork for garments from brief right through to production. Compiled the technical specs for all garment specs for production with style sheets and size specs sheets, showing detailed trims. Designed artwork graphics and compiled specifications for printers and embroider suppliers.
- Supplied specs for China measuring every point on spec and noting differences for sample amendments and fabric specs for all proto samples.
- Designed for men's casual t-shirts and ladies' garments.
- Designed promotional prints South African Breweries with the logos for eg. Millers.
- Developed licensed apparel and character graphics for major international licensors including Disney, Warner Bros., Marvel, Nickelodeon and Mattel, managing artwork creation, brand compliance and approval processes from concept through to production.
- Kept up to date with up-and-coming trends, often creating trend forecasts, finding fresh inspiration for the seasons buying trips. Organised filing system for graphics artwork and story boards and photography of all garments.
- Designs were made up and I presented and sold to the buyers.

## **ADDITIONAL DESIGN EXPERIENCE**

**Squirrel Clothing Ltd**

**Designer**

**2025 – Current**

Founder and designer of an emerging kidswear brand currently in development, focused on developing playful, commercially driven apparel concepts. Responsible for design direction, garment development, and print concepts from initial idea through to range planning.

**Freelance Designer | Nutter GFX**

**New Zealand & South Africa**

**2016 – Current**

Delivered design work branding, campaign creative, and digital content for events, small businesses, and media production. Delivered a range of visual assets including advertising, social media content, print collateral, and textile artwork, while maintaining awareness of current design and fashion trends.

## **ADDITIONAL EXPERIENCE**

Various contract roles in administration and customer-facing positions, demonstrating strong organisation, communication, and adaptability.