

RHEA V. OPINIANO

Renton, WA • 917.554.6720 • rheao@me.com • rheavopiniano.com • linkedin.com/in/rheavopiniano

EXECUTIVE PROFILE

Accomplished leader with 20+ years building brands, teams, products, programs, and relationships across consumer, design, startup, and nonprofit environments. Known for translating vision into results — from scaling a client program **400%** to exceeding a \$3M wholesale goal by **\$14M** — by pairing creative vision with business acumen and hands-on team leadership.

AREAS OF EXPERTISE

Creative Direction • Collaborative Leadership • Relationship Building • Communication • Brand Strategy • Revenue Growth & P&L Impact • Team Leadership & People Management • Business Development • Program Management & Development • Adaptability & Resilience

PROFESSIONAL EXPERIENCE

Sales & Partnerships Lead — KAILU Silk — San Francisco, CA

Feb 2026 – Jul 2026

- Led sales and partnership development for a luxury silk bedding and wellness textile brand rooted in heritage craftsmanship.
- Built relationships across hospitality, wellness, luxury residential, architecture, and interior design markets, introducing temperature-regulating silk bedding to prospective partners.

Design Director / Creative Consultant — TAYL Pet Inc. — Kirkland, WA

Oct 2024 – Oct 2025

- Directed seasonal color, print, and product direction for an emerging pet lifestyle startup, partnering with the design team across product, packaging, and marketing to bring brand vision to life across consumer touchpoints.
- Adapted creative direction as the brand and product assortment evolved in a fast-moving startup environment, contributing to product and creative development supporting TAYL's collaboration with **Neil Patrick Harris**.

Senior Creative Director — Independent Consulting — Renton, WA

Nov 2017 – Present

- Deliver customized creative strategy and design support for individual and business clients on a project basis.
- Developed and presented "Streamlined Style," a wardrobe-essentials workshop in partnership with Kari Gran Inc.

Workforce Development Program Manager — Dress for Success — Seattle, WA

Mar 2022 – Sep 2023

- Drove **400%** expansion of the signature Computer Connections program, supporting clients' path to financial independence.
- Created Salute2Success, a program empowering women veterans in civilian transition.
- Produced and directed a Community Career Networking Event engaging **275+** participants.

Volunteer & Contributions Manager — Dress for Success — Columbus, OH

Apr 2019 – Mar 2021

- Spearheaded the Mobile Career Center project, extending workforce services to underserved women beyond the Columbus metro area.
- Redesigned processes and style guidelines to prioritize inclusivity and engagement; adapted operations to sustain impact through COVID-19.

Senior Design Director — Hollister Co. — Columbus, OH

Aug 2015 – Oct 2017

- Oversaw design and development across Guys' Accessories & Sleep, Girls' Accessories, Sleep, Swim, and Gilly Hicks; delivered a **225%** sales increase for the Spring 2017 Girls Swim collection.

Creative Director — Lucky Brand Jeans — Los Angeles, CA

Apr 2008 – Mar 2014

- Led a **31-member** team delivering Accessories and Licensee seasonal collections aligned to strategic brand and business goals.
- Launched Lucky Brand Shoes and Lounge lines, exceeding a \$3M wholesale sales goal by **\$14M**.

Design Director — Bath & Body Works — Columbus, OH

Apr 2007 – Feb 2008

- Managed staff, trend direction, design, and production supporting **\$950M** in fiscal volume.

EARLIER CAREER

Design Director, Liz Claiborne Inc. • Sr. Designer, A|X Armani Exchange • Design Consultant & Designer (Men's, Unisex & Kid's Accessories), Gap Inc. — New York, NY

EDUCATION

A.A.S., Apparel Design — Seattle Central College, Seattle, WA

VOLUNTEER

Elderwise, Volunteer Facilitator — Seattle, WA, Jun 2026 – Present • Camp Korey, Volunteer — WA, 2023 – Present • Flying Horse Farms (OH) • Habitat for Humanity (OH) • The Painted Turtle (CA)