

**Tacee Webb**  
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**AXIOM CUSTOM** | 2014 - Present | director of business development  
Identifying and establishing new opportunities for Axiom, key creative partnerships with agencies, brands and charitable organization. Implementing marketing plans. Supporting and promoting US manufacturing. Operation and growth strategies focused on forming strong alliances with clients for long term success. Axiom Custom has manufactured products for **Nike, Microsoft, Subaru, Sephora, Tom's, REI, Converse, Adidas, North Face, Disney, Hilton** and **Westin Hotels** and more. Axiom has managed build outs and/or acted as the GC on notable Portland restaurants such as **Bamboo Sushi, Nonna, Country Cat** and **Produce Row**. Axiom Custom is the owner of Z-Axis, which operates Axiom 3D division.

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***RETAIL DESIGN/CONSTRUCTION- NATIONAL CLIENTS***

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**KITSON** | Fall/Winter 2013 | Construction + Project Manager  
Managed and coordinated the retail build of California lifestyle brand Kitson's first out-of-state location. Developed a plan to achieve a store opening under a fast-paced, one-month deadline. Coordinated approval and construction process with GGP mall management. Responsible for all aspects of store construction from remodel to fixture installation. Managed bid and procurement process for demolition, flooring, electrical, paint, cash wrap, interior and street level display windows. Coordinated signage, graphics and custom exterior architectural details. Provided advice, introductions and contacts for local press and publicity.

**GOORIN BROS HATS** | 2009 - 2011 | retail concept developer + project manager (6 stores)  
Developed national expansion plan and retail roll-out strategy for a predominately wholesale hat manufacturer, established in 1895. Was instrumental in developing new cost effective and innovative interior decor, lighting and fixture plan for six locations. Managed site selection for nine locations.

Led the construction aspects of lease negotiations for new projects, including review, development and recommendations to ensure project completion on time and within budget. Directed and coordinated efforts of all construction including: flooring, lighting, electrical, POS, alarms and signage. Managed bid and permitting process. Oversaw internal efforts and communication.

Developed budgets for each project and approved expenditures. Managed the physical construction of the retail projects in multiple cities including monitoring progress, process contracts, payments, communication, conflict resolution, project updates and punch list creation. Developed project schedules that outline the scope of work, ranging from feasibility to development of architectural documentation, through vendor selection to completion of construction and store set up.

Procured new and vintage fixtures, all store decor, props and antiques. Creatively repurposed vintage pieces for merchandising, lighting and display.

**FORD MOTOR CO** | 2009-2010 | project manager for pop-up retail (5 Pop-Up Shops)  
Identified demographic to lead site selection process in five cities through TAOW Marketing. Led the construction aspects of lease negotiations for new projects, including review, development and recommendations to ensure project completion on time and within budget. Managed pop-up design, construction and permitting from site possession through opening events. Managed closing and removal.

**AMERICAN APPAREL** | 2003 - 2010 | sr. project manager + site selection + spokesperson (48 stores)  
Managed site selection for US and international locations, including Mexico, for predominately wholesale company. Was instrumental in developing retail concept for domestic and international retail expansion plan that would become the fastest retail apparel expansion in US history. Acted as Project Manager and handled site selection for 49 retail locations and pop-up shops. Led the construction aspects of lease negotiations for new projects, including review, development and recommendations to ensure project completion on time, on budget.

Hired retail staff for all initial locations. Secured grants in urban renewal areas and storefront improvement grants. Coordinated press, promotion and advertising efforts for multiple initial locations and acted as company spokesperson in planning meetings, conferences and in speeches for Urban Land Institute as well as for national and local publications and television.

Directed and coordinated efforts of all outside architectural, construction, signage, vendor and consulting project management services. Oversaw internal efforts related to design and construction.  
Review and approval of multiple contractor bids. Managed complex permitting process.

Developed budgets for each project. Managed the physical construction of the retail projects including travel and accommodations for building crews, monitoring progress, process contracts and payments, communication, conflict resolution, project updates and punch list creation.

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***RETAIL DESIGN/CONSTRUCTION- LOCAL CLIENTS***

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**SUNSET EMPIRE PARKS & RECREATION DISTRICT** | 2012-Spring 2013 | design + construction  
Interior design and construction management for SEPRD new entryway:  
including developing scope of work, building budget, lighting, material selection, sourcing, flooring, fixture/furniture selection, POS and retail systems installation.

**CASE STUDY COFFEE** | 2012-spring 2013 | interior design + construction  
Design and construction consulting for downtown location including lighting, material selection, sourcing, signage, fixture/furniture repurposing and vintage restoration.

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**CRAFTY WONDERLAND** | spring 2012 – fall 2012 | retail design + construction  
Retail construction and design consulting including color palette, lighting and materials choices. Installed LEED certified concrete flooring finish.

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**ISSAC HERS** | 2011 | retail construction  
Retail construction and design consulting including color palette and materials choices. Installed sustainable custom stained wood floors.

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***STORE OWNERSHIP/OPERATION:***

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**Portland Design Collective**  
2010-2012 Portland, OR  
4,000 sf local design, premium vintage/salvage collective

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**Seaplane**

2009-2011 Portland, OR

Celebrated independent and local design boutique

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**Lovecraft**

2006-present Los Angeles, CA (online only)

2007- Portland, OR

2007-Pop-Up Austin, TX

Diesel to Vegetable Oil Conversion Shop

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**The Red Light**

1994-1998 Seattle, WA

1997-2004 Portland, OR

High Volume Vintage Clothing Exchanges

Seattle-4,000 sf/Rated Seattle's number one store by City Search

Portland-10,000 sf/Rated Portland's best vintage store by City Search

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**The Green Room**

1996-1998 University District Seattle, WA

Sneaker Museum/Private Reserve

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**Indian-Edison**

1994-1998 University District Seattle, WA

Premium Vintage and Denim Boutique

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**The New Store**

1992-1998 University District

1993-1998 Ballard Ave.

Seattle, WA

Clothing Exchange

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**VINTAGE SOURCING:**

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**Film:** Prefontaine, Mona Lisa Smile, Singles, Last Days of Disco

**Clients:** American Apparel, Ace Hotel, Goorin Bros. Hats, Crafty Wonderland, Case Study

**Other:** Nike Archives, Rollingstone, Life Magazine, The Decemberists, Cake

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**TELEVISION/ENDORSEMENTS/CONTRIBUTIONS:**

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Fashion Design Camp, Founder/About Face, Contributing Writer/Converse-Target Commercial, Talent MoDA (Museum of Different Abilities) Founder/Toyplane Industries, Talent: "Pop-Up Shop" Show Portland Mercury "Open Season" Fashion Show, Judge/Weinstein Co, Talent: "Lovecraft" Show NW Down Syndrome Assoc, Marketing & Advocate/OneMain.com, Talent, National Commercial Portland Tribune, Contributing Writer/ Odor Eaters, Spokesperson/Funland Pictures, Producer

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***NATIONAL PRESS***

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CNN, Wired, NPR, Playboy, People, Wall St. Journal, Outside, Vogue, Life, Al Jazeera, Ready Made, Runner's World, Retail Traffic, Urban Land, Seventeen.

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***EDUCATION/TRAINING***

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Business Administration Associates Degree-Shoreline Community College

Member of Urban Land Institute

CPR/Food Handlers/Red Cross First Aid (current)

Knowledge of basic AutoCAD and SketchUp

Strong Excel, MS Word and PowerPoint skills

Experience with PM & Construction Management systems including:

ProCore, Build Tools and HCSS