

ORIGINALLY AT...

UNDER ARMOUR

FIFTH DESIGNER HIRED TO ESTABLISH UNDER ARMOUR AS AN ATHLETIC FOOTWEAR BRAND

2009 FOOTWEAR DESIGN MVP AWARD

LEAD SLIDE CATEGORY DESIGNER 2010-2013 DESIGN SEASONS - FASTEST GROWING DIVISION (350K PAIRS TO 1.8M PAIRS IN 4 YEARS)

ATHLETE SERVICES DESIGNER 2013 DESIGN SEASON - DEVELOPED PERFORMANCE PRODUCT FOR TOM BRADY, STEVE SMITH SR AND CANELO ALVAREZ

WOMEN'S TRAINING DESIGNER 2011-2012 DESIGN SEASONS
TRAIL RUNNING DESIGNER 2010 DESIGN SEASON
TRAINING AND YOUTH DESIGNER 2009-2010 DESIGN SEASONS

ESTABLISHED THE FOOTWEAR DESIGN INTERN PROGRAM AND WAS RESPONSIBLE FOR MENTORING AND MANAGING ALL STUDENTS - 8 STUDENTS PER YEAR

ESTABLISHED CREATIVE DIRECTION FOR THE ACCESSORIES DESIGN TEAM AND WAS RESPONSIBLE FOR THE ENTIRE 2010 GLOVE LINE

SEASONAL DEVELOPMENT TRAVEL WITH A FOCUS IN CHINA AND INDONESIA

PREVIOUSLY AT...

STEVE MADDEN

CREATIVE DIRECTION AND MERCHANDISING FOR STEVE MADDEN MEN'S INLINE DOMESTIC AND INTERNATIONAL BUSINESSES

COLLABORATED WITH GQ TO ESTABLISH A FOOTWEAR CAPSULE COLLECTION FOCUSING ON "EVERYTHING YOU NEED FOR EVERYDAY OF THE WEEK," RELEASED FALL 2017

DESIGNED STEVE MADDEN MEN'S COLLABORATIVE COLLECTION WITH JA RULE, "MAVEN X MADDEN," RELEASED SPRING 2015. THE "MAVEN X MADDEN" COLLECTION REPRESENTS THE OBSTACLES BOTH JA RULE AND STEVE MADDEN HAVE OVERCOME, WITH A PORTION OF THE PROCEEDS BENEFITTING THE DOE FUND

DESIGNED STEVE MADDEN'S FIRST MEN'S CAPSULE COLLECTION, "THE SELECT FEW," RELEASED SPRING 2013. "THE SELECT FEW" REPRESENTS A MODERN INTERPRETATION OF SPORT AND DRESS FUSION, A TRIBUTE TO STEVE MADDEN'S SUCCESSFUL START IN THE FOOTWEAR INDUSTRY

KEY RESPONSIBILITIES:

- ✦ SEASONAL INSPIRATIONAL TRAVEL AND TREND FORECASTING
- ✦ CUSTOMER / SALES ANALYSIS AND LINE BUILDING
- ✦ PROJECT MANAGEMENT ACROSS VARIOUS CATEGORIES AND FACTORIES
- ✦ PRODUCT DESIGN, DEVELOPMENT AND CONFIRMATION WITH A FOCUS IN CHINA, INDIA, MEXICO AND BRAZIL
- ✦ ESTABLISHING EFFICIENT DEVELOPMENT PRACTICES AND STANDARDS

CURRENTLY AT...



RE-ESTABLISHED GLOBAL VISION FOR NEW BALANCE SLIDES STARTING SPRING 2026

DESIGN LEAD WORKING COLLABORATIVELY WITH OUR PARTNERS TO SET SEASONAL DIRECTION, LINE PLAN AND ESTABLISH A COHESIVE BRAND MESSAGE
MEN'S, WOMEN'S, YOUTH AND SPECIAL PROJECTS

MANAGES VARIOUS CHANNELS OF DISTRIBUTION: DOMESTIC AND INTERNATIONAL FOR SPORTING GOODS, FAMILY CHANNEL AND OFF-PRICE

CHALLENGED TO EXPAND THE INITIAL SUCCESS OF THE RE-LAUNCH OF CHAMPION FOOTWEAR AS A PREMIUM ATHLETIC BRAND - GREW THE CHAMPION FOOTWEAR BUSINESS OVER 40% IN 2021 DURING A GLOBAL PANDEMIC

KEY RESPONSIBILITIES:

- ✦ MANAGES SEASONAL CALENDAR WITH THE VP OF PRODUCT DEVELOPMENT
- ✦ CREATES SEASONAL BRIEFS AND LINE PLANS
- ✦ SEASONAL CREATIVE DIRECTION
- ✦ PRODUCT DESIGN, DEVELOPMENT, AND CONFIRMATION FOR ALL MEN'S, WOMEN'S, YOUTH, SMU AND SPECIAL PROJECTS / COLLABORATIONS
- ✦ ESTABLISHING EFFICIENT DEVELOPMENT STANDARDS AND PROCEDURES
- ✦ WORKS EXCLUSIVELY WITH THE SVP OF SALES AND THE SALES TEAM TO ENSURE STRONG CUSTOMER RELATIONS
- ✦ SEASONAL DOMESTIC AND INTERNATIONAL TRAVEL