

SUMMARY

Entrepreneurial minded creator with 7+ years experience designing and developing compelling consumer focused products. Proven ability to innovate, story-tell, manage timelines, and deliver successful footwear to market. Has diverse experience in performance, lifestyle, and outdoor categories for all genders. Extensive knowledge in color strategy, material development, and cost engineering for softgoods. Adaptable team member that is eager to solve problems, improve processes, and drive brand growth.

EXPERIENCE

Deckers Brands - Teva December 2018 - May 2020
Footwear Designer Santa Barbara, CA

- Delivered brand right designs from concept to completion and expanded key style franchises for the modern outdoors consumer.
- Successfully created and managed brand color palette and merchandising strategy that facilitated new business opportunities by utilizing current and future trends.
- Designed and developed new materials and webbings with a focus on sustainability.
- Communicated verbally and visually with 2D and 3D software to in-house and overseas factory development to create cost effective, quality footwear.
- Collaborated with external brands and fashion icons to create cross-branded products for retail and runway, which increased press and brand awareness.

Under Armour August 2014 - December 2018
Footwear Designer I Baltimore, MD

- Designed, developed, and merchandised product from brief to production for run, train, lifestyle, and basketball categories.
- Executed seasonal footwear designs and category color strategy for multiple distribution channels based on in-depth consumer insights, focus groups, and trend research.
- Emphasis on construction and material development, such as designing jacquards, knit textiles, and TPU molds. Included Asia development trips and trainings.

Timberland July 2013 - July 2014
Footwear Design Intern Stratham, NH

Collective Brands - Stride Rite June - August 2011 *and* 2012
Footwear Design Intern Lexington, MA

Rochester Museum & Science Center March 2012 - May 2012
Exhibit Design Intern Rochester, NY

Anthropologie September 2011 - November 2011
Visual Display Design Intern Rochester, NY

Rochester Institute of Technology September 2011 - May 2013
Donor Stewardship Assistant Rochester, NY

TECHNICAL SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Microsoft Office
Microsoft Excel
Romans Cad / Modo
PLM database software

PROFESSIONAL SKILLS

Project Management
Cost Engineering
Material Development
Trend Research
Color Strategy & Merchandising
Technical Drawings / Blueprints
Pattern Making

EDUCATION

Rochester Institute of Technology
BFA, Industrial Design 2009 - 2013
GPA: 3.95/4.0, Highest Honors

ACHIEVEMENTS

Anna Sui Collaboration for FW20 New York Fashion Week runway, 2020

Footwear MVP, Under Armour, 2016

Lifetime's Re-Make It Work Contest (Project Runway), 2016

Sun Products Competition and patent holder, 2013

Lifetime's On the Runway Sketching Challenge (Project Runway), 2011