



SEDA DUMAN

FOOTWEAR DESIGNER

CONTACTS



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www.xoxonydesign.com



Brooklyn, NY 11229

SKILLS

- Adobe Creative Suite
(Illustrator, Photoshop, InDesign)

- Microsoft Office
(Excell, Word, Power Point)

LANGUAGES

- English
- Russian
- Turkish

ABOUT ME

I am a footwear designer with a background bridging both athletic performance shoes and women's fashion footwear. My journey began at Mimar Sinan Fine Arts University, where I studied Fashion and Textile Design, and has since taken me from Istanbul's footwear industry to the heart of New York's fashion scene. Early in my career, I honed my skills in athletic shoe design at Ziylan and Urgan, working with established brands such as Kinetix and PROTRACKER.

In 2019, I won the Pensole Footwear Design competition, which led to an invitation to the Adidas Advanced Camp in Brooklyn. That experience, combined with my Performance Athletic Footwear certification from the Fashion Institute of Technology in 2022, deepened my technical foundation and shaped my design approach.

Most recently, I designed women's fashion footwear at Dream Pairs, merging runway research, trend interpretation, and consumer insights to create collections that balance style, comfort, and commercial success. I also collaborate with small brands on freelance creative projects, exploring innovative designs and expanding my design versatility.

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY

Performance Athletic Footwear Design

Jan 2022- Jan 2023

MIMAR SINAN FINE ARTS

Fashion and Textile Design- Bachelor Degree

Sep 2010- Jun 2014

LICENCE & CERTIFICATIONS

SOLECIAL STUDIES

Sneaker Culture & History

Jan 2023

ADIDAS ADVANCED CONCEPT CAMP

Footwear Design

Sep 2019

JOB EXPERIENCE

DREAM PAIRS INC

Women's Fashion Footwear Designer

Apr 2024- Oct 2025

- Developed women's footwear collections from concept to final design, including material selection, colorways, trend research, and adaptation to seasonal and brand-specific needs.

SOLEcial STUDIES CommUNITY ACADEMY

Freelance Designer

Jul 2023- Jan 2024

COUTURE BRANDS LLC

Jewelry Designer

Sep 2019- Sep 2021

- Designed and developed jewelry collections from concept to finished product, including material selection and trend-driven styling for diverse client markets.

URGAN SHOES

PROTRACKER - Footwear Designer

Apr 2017- Aug 2018

- Designed and developed men's and women's footwear across multiple categories including basketball, tennis, running, walking, fashion athletics, and casual shoes ensuring cohesive brand identity and market relevance.

ZIYLAN GROUP AS

KINETIX - Asistant Footwear Designer

Mar 2015- Au 2018

- Designed men's and women's athletic performance sneakers for the Kinetix brand, developing original outsole renderings focused on functionality, comfort, and trend relevance. Created running and walking shoe concepts aligned with brand identity, consumer needs, and seasonal market trends.