

Professional Summary

Results-driven and innovative Freelance Footwear and Apparel Designer with 10+ years of experience in the apparel industry, leveraging expertise in Teamwork, Photoshop, and Customer Service to deliver high-impact designs. Proven track record of driving design excellence and fostering collaborative environments.

Professional Experience

Senior Freelance Footwear and Apparel Designer (AP10)

Inazuma.co | January 2020 - Present

Lead Designer - Footwear (AP8)

Adidas AG | June 2018 - December 2019

Key Achievements:

- Conceptualized and designed the 'UltraBoost 2020' series, resulting in a 25% increase in sales.
- Mentored junior designers, enhancing team productivity by 30%.

Responsibilities:

- Led cross-functional design teams for high-profile projects.
- Collaborated with marketing teams to align design with brand strategies.

Senior Designer - Apparel (AP6)

Nike, Inc. | March 2015 - May 2018

Key Achievements:

- Designed the 'Air Jordan 2017' apparel line, achieving a 20% increase in brand engagement.
- Implemented a design process improvement, reducing project timelines by 20%.

Responsibilities:

- Designed and developed apparel collections for global markets.
- Participated in trend forecasting and design direction meetings.

Designer - Footwear (AP4)

Puma SE | September 2012 - February 2015

Key Achievements:

- Contributed to the design of the 'Fenty Trainer' collaboration, garnering significant media attention.
- Assisted in the development of sustainable design practices, reducing material waste by 15%.

Responsibilities:

- Assisted in the design and development of footwear lines.
- Collaborated with the production team to ensure design intent.

Education

Bachelor of Fine Arts in Fashion Design
Parsons School of Design at The New School

Technical Skills

Design Software:

- Adobe Photoshop
- Adobe Illustrator
- Sketchbook Pro

Collaboration Tools:

- Slack
- Trello
- Asana

Soft Skills:

- Teamwork
- Customer Service
- Project Management