

Kay Kang 康馨元

Footwear Designer | Specializing in CMF, Innovation & Collaborative Projects

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Professional Profile

Innovative Footwear Designer with 4+ years of experience at global sportswear brands, specializing in end-to-end product creation from concept to production. Expertise in full footwear construction, CMF storytelling, and collaborative projects across market segments. Proven ability to translate cultural insights into commercially successful collections, with strong skills in project management and cross-functional collaboration.

Core Competencies

- **Footwear Design:** Full Footwear Construction, New Tooling Constructions, Upper Design, Concept Development
- **CMF & Graphic Design:** Color & Material Strategy, Graphic Design, Print & Pattern, Packaging Design
- **Technical Design Skills:** Adobe Creative Suite, 3D Modeling (Rhino, C4D, Blender), Rendering (KeyShot), AI Image Tools (Midjourney, Stable Diffusion)
- **Photography & Art Direction:** Product Photography, Photo Editing & Retouching
- **Project Management:** Multiple Project Management, Timeline Coordination, Cross-Functional Collaboration, End-to-End Process Management
- **Languages:** Mandarin (Native), English (Professional Proficiency)

Professional Experience

PUMA Group | Shanghai, China

Footwear Designer - RCC APAC | Mar 2025 – Present

Junior Footwear Designer - RCC APAC | Nov 2022 – Mar 2025

- Lead designer for APAC market, creating footwear across premium, mid-tier, and core product categories
- Manage diverse project types including complete footwear constructions, upper designs, collaborations, and concept collections
- Develop seasonal material and color strategies to maintain brand relevance and drive commercial success
- Led end-to-end design execution for PUMA x ROSÉ collaboration, overseeing product and packaging design
- Collaborate with cross-functional teams to ensure design alignment and production feasibility

Xtep | Xiamen, Fujian, China

Junior Footwear Designer | Jun 2022 - Nov 2022

Footwear Designer Management Trainee | Jun 2021 - May 2022

- Independently led concept story packs and Total New projects, creating innovative designs from concept to production
- Delivered the record-breaking QIXI story pack, achieving the highest sales in brand history for special collections
- Awarded "Outstanding Management Trainee" (top 2%) for exceptional performance among 200+ trainees
- Championed internal creative competition, demonstrating strong conceptual and design execution skills

Key Projects

Collab

- **PUMA x ROSÉ Global Collab**
Led footwear and packaging design for high-profile artist collaboration, blending heritage inspiration with contemporary aesthetics
- **2026 Global Collab (UPCOMING)**
Contributed to upcoming global collaborative project
- **2026 Account Collab - Premium Line Flagship Project (UPCOMING)**
Full ownership from concept to execution for innovation design involving new sole and upper construction

Footwear

- **Pulsar Lite**
Designed complete new silhouette addressing China's chunky sneaker trend, later leading seasonal and special edition versions
- **Pulsar Wedge Sandal**
Created Mary Jane upper for catching the trend and bestselling platform silhouette
- **RS-Lite Sandal**
Developed commercial new upper design for aquatic sandal, creating functional water-friendly footwear

CMF

- **2026 Chinese New Year Collection (UPCOMING)**
Developed concept and designs for annual cultural celebration across premium, mid-tier, and core product categories
- **2026 Global Seasonal Update (UPCOMING)**
Material update project selected for worldwide distribution
- **24' CNY - Year of The Loong**
Executed culturally-inspired story pack applying traditional elements across multiple silhouettes
- **Dream Pack**
Interactive footwear featuring detachable accessories for versatile styling and playful customization
- **Qixi Festival Design - Indoor QIXI Magpie & Galaxy**
Created Valentine's Day concept inspired by Chinese mythology
- **Feminine Pack - Women's Exclusive Collection**
Designed feminine story pack featuring versatile decorative elements

Kids

- **Fun Racer Trail –New Tooling & New Upper**
Developed functional children's water shoe with protective features tooling and quick-dry materials
- **Excursion UTL WTR/Exolve Run/Pounce Lite Sandal - New Upper**
Designed various children's styles including technical one-piece uppers, winter-ready sneakers and Lightweight Sandal

Education

Jiangnan University (211; A+ rated Design program; Top 2 in Product Design nationally)
Bachelor of Arts in Industrial Design | Sep 2017 - Jun 2021