

Experience

Justin Brands – Fort Worth, Texas (Jan 2019 – Aug 2019)

Footwear Design/Development Internship

- Analyzed competitor brands and developed a new line of hiking footwear including ideation, material selection, colorways, construction and understanding the consumer profile
- Introduced projects and new company strategy that work across departments, presentations of new product lines and answered questions from the CEO, CFO, VP of Marketing, VP of Operations and other company leaders
- Crafted brand concept boards for new product in development and consumer profiles, that were used across Product Development, Marketing, and Sales
- Visualized designs for a range of product categories such as casual and work as well as updated old stitch, creating new ones for brand designers to use in development of future western product
- Designed and created first prototypes for accessories which focused on sustainable using existing leather
- Cultivated first-hand knowledge and experience from participating in vendor and supplier meetings including participating in all stages of production

Business Interiors - Irving, Texas (Jun 2017 - Sept 2017)

Summer Internship

- Designed and built a complex containment unit using reclaimed wood, fabrication and painting techniques for Toyota's new headquarters
- Created and implemented new company screen saver for all workstations based on brand identity
- Took part in service runs and delivery of products to customers including building mock-ups of office spaces for prospective customers
- Created sales reports analysis, allocated research and synthesized new ways to increase search traffic and online presence, reporting directly to the President of the Miller Office Interiors division
- Assisted with on-site product delivery, built design layout mock-ups and handled customer repairs

Vans, a VF Company - Southlake, Texas (Oct 2018 – Jan 2019)

Sales Associate

- Utilized customer service skills, basic sales techniques, and product knowledge to connect customers with the right product and drive sales
- Built bonds between consumer and brand by providing superior service and adapting brand stories to the retail setting
- Operated cash register for regular transactions, stocked the floor, performed cleaning duties, and built visual displays when necessary
- Served as a product knowledge resource for consumers and sought out educational opportunities to develop advanced and specialized knowledge about selling, Vans products and culture, and sales and service techniques
- Assisted with loss prevention efforts by providing proactive customer service

Education

Savannah College of Art and Design (2018)

Bachelor of Fine Art in Industrial Design / Minor in Business Management & Entrepreneurship

- Dean's List - Spring 2016 & Winter 2017

Pensole Design Academy (2019)

Design Intensive - Sponsored by Designer Shoe Warehouse

2D Footwear Design

- Re-branded the Designer Shoe Warehouse brand Mix 6 through research of the current product and market to target a new consumer
- Developed a new consumer profile based on research to guide new brand language and development
- Designed a new footwear silhouette and out-sole including materials and color palette taking inspiration from the consumer story
- Constructed a tech-pack for the new footwear upper and out-sole using hand prototyping and last tape ups
- Designed and prototyped new footwear packaging based on the consumer and color palette

Skills

3D Printing, 2D Sketching, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, SolidWorks, Rhinoceros5, Keyshot, Microsoft Office

Awards

- Academic Scholarship awarded by the Savannah College of Art and Design
- Winner of the Winter 2017 SCAD Hardcore Foamcore Competition