

# CHRISTOPHER PAWLUS

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## Design & Product Executive / Creative Director

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### **Visionary, results-driven Creative Executive with global footwear and apparel design success including leadership for premium fashion/lifestyle/performance brands.**

Adept in directing high-level, cross-functional creative projects, overseeing strategy and ensuring quality management throughout the development cycle. Leverage strong organization skills and keen design sensibility to foresee creative and business trends, translating insights into actionable plans. Able to enroll and motivate teams in a creative vision, providing effective management to meet desired deadlines. Culturally savvy with experience working with diverse people across multiple countries.

### **Areas of Emphasis**

- Executive Creative & Design Direction
- Macro Consumer Trend Analysis
- Brand DNA and Design Guidelines
- Collection Building / Storytelling
- Development & Innovation Creation
- Brand & Product Design Strategy
- Revenue and Strategic Targets
- Cross Functional Process Improvement

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### **Professional Experience**

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PAWLUS DESIGN, LLC - ANDOVER, MA

#### **PRINCIPAL / CREATIVE DIRECTOR / CONSULTANT, 2020 - Present**

Actively supporting creative direction, footwear design and product creation in brands of all sizes coping with budget impacts of CoVid-19 while needing to driving business growth objectives and delivering innovation. Providing global brands, product teams, and entrepreneurs unique consulting services that leverage twenty-five years of global footwear and apparel industry experience across a range of elevated design capabilities. Delivering a personalized approach in product design, line building, product strategy, innovation, and consumer trend forecasting.

KEEN FOOTWEAR - PORTLAND, OR

#### **VICE PRESIDENT OF DESIGN AND INNOVATION, 2018 to 2020**

Recruited to lead innovative design with a focus on sustainability. Built and directed a team of seven, managing \$1M in resources and contracts. Created brand guidelines to ensure consistency across product lines, with sustainable design messaging and approved logo use. Provided guidance in materials design and color direction for increased brand alignment across product collections. Utilized consumer insights to inform design processes and ensure product and style relevance. Influenced CEO decision-making while reporting to and collaborating with the Global General Manager and development teams in product development, logistics, operation, and marketing to improve the go-to-market process.

**Selected Achievements:**

- Increased the on-time efficiency of the tech pack hand-off from 40% - 90% by effectively leading cross-team collaboration and redefining which tools would be used.
- Improved CAD templates used by development and factory partners, resulting in 70% greater accuracy.
- Managed design team and launched multiple new innovative and eco-conscious outdoor collections in 2020. Eco Flip, Revel IV Polar Boot, Astoria West Sandal, Ridge Flex Hiker, Targhee III Sandal.
- Developed Go-To-Market design calendar with product leadership, development and marketing integration.
- Shifted Innovation team and digital 3D modeling to better align with global Keen resources including mold making, footwear prototyping and manufacturing mindset.

LUCCHESI BOOTMAKER - DALLAS, TX

**DESIGN CONSULTANT, 2018**

Recruited to this consulting role to spearhead a rapid growth project for state-of-the-art Steel and Nano toe work boots, as well as casual life-style line extension. Reported to the president, key board members, and owner—guiding executive decision-making, such as strategizing and project planning, and collaborating extensively and cross-functionally across the organization.

- Successfully expanded 2 new product collections in just 6 months, launching with wholesale partners and online—through extensive collaboration across the organization, throughout ideation, design, prototyping and building a new lifestyle and steel toe work boot collections.
- Collaborated seamlessly with development teams and production operations in El Paso, TX and China to develop and test products, ensuring products met key safety standards and ASTM requirements.

TIMBERLAND COMPANY, LLC – STRATHAM, NH

**VICE PRESIDENT OF GLOBAL PRODUCT DESIGN & CREATIVE, 2014 to 2018**

Directed global alignment for the brand design, creating the brand story and delivering brand uniformity. Led seasonal creative direction and design to amplify the brand, spearheading research and coordinating global style trends. Developed a brand signature identity, including head-to-toe apparel product design incorporating collaboration with world-class designers in apparel, footwear, bags and accessories. Elevated design and created a product with increased relevancy by integrating consumer insights into collections design. Collaborated closely with executives in environment design, strategy, sales, and marketing.

**Selected Achievements:**

- Championed 4-season brand identity relevance by driving the company's SPG (Style, Performance and Green/Sustainability) design ethos.
- Facilitated design for the launch of Sensorflex, a 5M+ unit program, by unifying the brand identity across Men's, Women's, Kid's footwear collections.
- Led a 6-month cross-functional project with BMW Designworks and a team of internal designers to deliver a global Brand Creative Vision.

TIMBERLAND COMPANY, LLC – STRATHAM, NH

**GLOBAL SENIOR CREATIVE DIRECTOR & FOOTWEAR DESIGN DIRECTOR, 2012 to 2014**

Promoted to creative direction over global footwear design teams across multiple categories. Oversaw the brand vision, including the product story, brand color palette, materials, and textiles. Performed research of global and regional trends. Successfully delivered unified brand design across all seasons, demonstrating skills in product concepts, brand management, global trends research, and materials sourcing.

TIMBERLAND COMPANY, LLC – STRATHAM, NH

**SENIOR GLOBAL CREATIVE DIRECTOR WOMEN'S FOOTWEAR DESIGN, 2009 - 2012**

Promoted to manage and coordinate trend research, marketing, fabric and leather development, and Senior management throughout the seasonal product management. Managed design team and built Timberland Earthkeepers®, an ecologically conscious casual and innovative outdoor performance women's footwear product line.

TIMBERLAND COMPANY, LLC – STRATHAM, NH

**PREVIOUS TIMBERLAND ROLES 1997 - 2009**

Marketing & Product Brand Creative Director	Men's Casual Footwear Senior Designer
The Invention Factory Senior Designer	Urban Footwear Team Design Director
Global Creative Director Authentic Youth	Performance Outdoor Inline Designer

The Rockport Company - Marlboro MA

**INLINE AND ADVANCED CONCEPTS DESIGNER 1993 - 1997**

XCS Performance Outdoor performance hiking, boat shoes, sandals, dress shoes, advanced concepts design projects. Development trips in Taiwan, Indonesia, Italy, Slovenia, Croatia.

Reebok - Stoughton MA

**DESIGNOVATION INTERNATIONAL COMPETITION FINALIST 1993**

Actively participated in a ten-week industrial design internship was held at the Rockport Company working with a design mentors in Design, Development, Bio Mechanics, Model/Pattern Making, Engineering and Materials.

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**Education & Credentials**

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University of Michigan, College of Art & Design, Ann Arbor, MI

**BACHELOR OF FINE ARTS - INDUSTRIAL DESIGN / FINE ART 1990 - 1993**

Northwestern Michigan College , Traverse City MI

**ASSOCIATE OF SCIENCE & ARTS - ENGINEERING AND FINE ART 1988 - 1990**

**NC STATE COLLEGE OF TEXTILES - TATM ADVISORY BOARD MEMBER 2007 - 2009**

**Design Awards** - IDSA Silver Award, Bata Shoe Museum – Toronto Canada, SFMOMA – San Francisco Museum of Modern Art, Reebok DesignOvation Winner.

**Technological Proficiencies** - Adobe Creative Suite (InDesign, Photoshop, Illustrator), Final Cut Pro, Apple Motion, Procreate, Affinity Designer, MS Office, G-Suite, Sketchbook Pro

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## Professional Summary:

An accomplished and driven executive creative leader with +25 years experience with a proven track record developing, steering and delivering innovative footwear and apparel products and brand expressions for key industry product creation organizations such as Timberland, Lucchese and Keen.

As a passionate design executive with deep footwear design expertise, my skill set includes product line expansion, ideation/conceptualizing, trend research, product design, prototyping, testing, brand identities, seasonal stories, color direction, materials development, new category launch, and go-to-market product launch.

Thriving in translating ever-changing consumer insights and emerging trends, and amplifying response to consumer demands to create brand growth, I consistently improve processes, and drive sustainability—with a successful record of launching new categories, as well as transforming and expanding existing product lines.

Finally, I cultivate partnerships and build trusted relationships with stakeholders and senior leadership across the enterprise, influencing executive decision-making, with polished communication and presentation skills.

## Management and responsibilities:

My career is highlighting a series of advanced positions of increased responsibility and a consistent track record of success.

- Served as **Vice President of Design & Innovation at Keen Footwear** with responsibility for championing design and Innovation, while focusing on sustainability, including building and directing a 7-person footwear design team.
- While at **Timberland**, I managed a 45 person global footwear and apparel design team driving to elevate and amplify the unique brand DNA and craftsmanship from a Toe-to-Head style expression.

**Specific highlights of my career resume include:**

- Global team management ranging from 7-40 employees across multiple offices along with external design contractors/consultants.
- +5 Million Pair Innovation Platform - Delivered Timberland Sensorflex and Aerocore product technology collections - facilitated the design of the product that delivered 5M+ unit program growth in 3 years.
- Leadership, mentorship, and inspiration responsibility for footwear, apparel, and accessories, brand design strategy, seasonal creative direction, and brand DNA.
- Leather and textile expertise in footwear, apparel, and accessories design applications. Material development, finishing, and merchandising.
- Strong collaboration with crucial sourcing partners and vendors to build seasonal materials platforms to help reduce complexity and enhance volume purchasing.
- Collaborated and with marketing and global merchants within several brands to create Industry-leading sustainability product collections like "Timberland EarthKeepers" and "Keen Consciously Constructed".
- Championed sustainable design and development goals to source leathers from LWG approved partners, reducing PFC and toxins in materials used for footwear production, and increasing the use of recycled PET across more significant portions of the product line.
- Elevate collection storytelling - delivered high visual brand uniformity, intense color expression, trend insights, and materials merchandising collection stories with integrated marketing.
- Integrate innovation with inline - Recently helped restructure Keen innovation team to be footwear prototype focused blending CRAFTED pattern making with modern DIGITAL 3-D concept modeling and visualization.

I encourage you to read further about my process and achievements as a design leader. I have a strong orientation towards the future while respecting brand heritage and origin stories.

I welcome the opportunity to speak or video conference to discuss this role in further detail, and I appreciate your consideration of my work and capability.

Thank you in advance for your time and consideration.



Christopher Pawlus