

SHAWN STEWARD

Apparel Design. Color. Textiles. Creative Direction.

www.shawn-steward.com

hello@shawn-steward.com

+1 503 349 5856

Professional Experience:

Amer Sports (2004-2012) VP of Global Product/Design, Bonfire Outerwear Company

Design:

- Design Men's, Wmn's and Kid's collections – incl outerwear, streetwear, midlayer, baselayer
- Design gloves, beanies, bags, knits, tees, hoodies and anything else with the Bonfire name on it
- Compose seasonal color palettes for all categories
- Winner 2006 SIA Innovation Award - Gore-Tex + Bonfire Snowboarding create new embossed 2L and 3L fabrics

Research:

- Consumer: Led internal team to assist all company creatives in gaining a comprehensive understanding of the action sports, snowboard, outdoor and youth apparel markets
- Insider: Conducted focus groups with 'key influencers' at summer camps on Mt. Hood, working close to market with the most discerning and demanding market influencers
- Pro Athletes: Created and managed process for Bonfire team riders input into design; team meetings, design evaluation and creative ideation exercises with team
- Bonfire Research Team: Led and designed Mt. Hood Meadows and Park City Uniform Programs - 2010/11 Season

Business Mgmt:

- In coordination with VP Global Marketing and VP Global Commercial Director; Establish Business and Creative annual plan
- Responsible for hitting design-to-margin targets
- Responsible for creation of global line plan
 - Creation of global SKU plan
 - Product positioning
 - SMU and RMU product lines
 - Work with marketing to define key styles/initiatives
- Analyze sufficiency and resource planning to ensure execution

People Mgmt:

- Negotiate contracts, hire and manage seasonal freelance designers

- Manage relationship with Research Studios, London, England - branding, textile designs and custom font development
- Manage Asst. Designer, team of Contract Apparel and Graphic Designers and in-house Graphic and Trims Designer
- Manage Design/Development calendar and communication of deliverables and deadlines

Planning:

- Construct full winter line plan - price points, SKU plan, product naming and typology
- Research and design all fabrics - shell and lining and trims
- Japan and Taiwan - Fabric research and design, including Fabric Mill and Vendor relationship Management

Presentation:

- Conduct Product presentation phases of all global sales meetings; France, Switzerland, Uk, Germany and key EU countries
- Tradeshow presentations - SIA and ISPO
- Domestic sales presentation to key image and volume account buyers, in association with Sales Department

Columbia Sportswear (2001-2004) Outerwear Designer

- Researched snowboard, outdoor and youth apparel market - for design trends
- Designed Convert Outerwear - Columbia's Snowboard Collection - including Men's, Women's and Kid's outerwear
- Designed gloves, knits and layering
- Researched and composed seasonal color palettes
- Manage Contract Designers
- Presented product line for sales meetings and key accounts
- Conducted fit sessions for all garment protos

adidas America (1998-2001) Apparel Designer

- Researched women's fitness apparel market - including focus groups, domestic and int'l trend travel
- Designed Women's Training For Sport category for U.S. specific market - consisting of five different product categories: Performance, Yoga, 3-Stripes, Outerwear and Basics
- Designed Global Women's Line, targeting a younger consumer (13-21 yrs) - presented line at adidas AG HQ in Herzogenaurach, Germany
- Composed seasonal color palettes
- Conducted fit sessions for all garment protos

Education:

Willamette University: Atkinson Graduate School of Management - Salem, Oregon
Master of Business Administration (2008)

Portland Art Institute – Portland, Oregon Textile Sciences, Knits & Wovens (1998-00)

Walla Walla College - College Place, Washington BA in Art (1996)