

BRANDON BJERRE

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Skills

- Adobe Creative Cloud Suite: Strengths in Illustrator, Photoshop, and InDesign, Procreate and Sketchbook pro
- Design: Tech pack creation, shell pattern and blueprint revision, concept creation, prototyping models, analog sketching/rendering and manufacturing
- Presentation: Adobe Acrobat, Microsoft Word, PowerPoint, Zoom, Microsoft Teams
- Knowledge in footwear materials, storytelling, brand, trend research & color design

Experience

- 08/2022 - Current
Vida
Manhattan, NY
Footwear Design Consultant
 - Responsible for merchandising, designing, developing, and managing seasonal product assortments, presenting them by category to optimize go-to-market sales opportunities.
 - Lead and designed product across road, trail, and lifestyle categories that have been released in the market.
 - Work with the Asia global office and external vendors to source and select materials that effectively communicate seasonal color and trend stories while meeting cost targets.
 - Collaborate with sales and management teams to identify market gaps, and incorporate those insights into product development.
 - Meet with buyers regularly from customer accounts to get direct feedback on product sales performances from previous and current seasons.
- 07/2020 - Current
And Them Creative Agency
Manhattan, United States
Designer
 - Work and collaborate on a number of projects for notable brands such as Umbro, Skechers, Zappos, XTEP, Simplifyber, and Ollie Gray.
 - In charge of leading the technical development of basketball, running, training (cleated), and kids' footwear by constructing detailed tech packs, revising prototypes, and assisting the team to streamline the development process, minimizing iterations for improved efficiency.
 - Constructed and presented visually cohesive brand decks to effectively communicate project progress, and maintain development timelines.
 - Worked on content creation for various clients, which involved creating visuals for commercial mood boards, marketing assets, and product packaging to enhance visual storytelling and brand messaging.
- 10/2019 - 07/2020
Steve Madden
Long Island City, United States
Footwear Designer
 - Worked and assisted on multiple projects across several seasons and countries, including China, Vietnam, and India.
 - Assist with design and development of Steve Madden Men's Mainline while helping other departments with CAD and concept development.
 - Conducted market and trend research seasonally to provide detailed insight to help guide seasonal creative direction.
 - Pitched and designed new product concepts to senior-level and creative management.
 - Coordinate and oversee all fitting and confirmation processes for production.

05/2017 - 10/2019
Kenneth Cole
Manhattan, United States

Assistant Footwear Designer

- Pitched and designed new product offerings in the dress, casual, and athleisure categories.
- Worked cross-functionally with Production, Sales, Women's, and E-Commerce teams to deliver brand-appropriate and cost-appropriate products.
- I worked on a seasonal product with my supervisor and aided in the development, which included a trip to the factories overseas. Also researched, designed, and developed footwear in Reaction and Unlisted brands.
- Assisted with proto development for new concept designs.
- Managed several projects across multiple seasons and countries.

06/2015 - 08/2015
Under Armour
Portland, United States

Design Intern (Pensole)

- Collaborated in a 4-week, Under Armour-sponsored partnership with Pensole Academy to design concepts for the 2020 Olympics.
- Mentored by D'Wayne Edwards and top industry creatives, I gained insight into advanced design processes.
- Participated in weekly design reviews and check-ins with the Under Armour Run & Train design team to ensure alignment and progress.
- Presented final design concepts at Under Armour's HQ in Portland, OR, showcasing creativity, and strategic thinking.

Education

05/2017
Aalborg, Denmark

Bachelors in Interactive Design

Aalborg University

05/2014
Due West, SC

Bachelor of Fine Arts

Erskine College

Websites, Portfolios, Profiles

- <https://www.linkedin.com/in/brandonbjerre/>
- <https://www.instagram.com/brandonbjerre/>

Languages

- Danish
- English