

# Brandon R. Coleman

1-313-443-0840  
coleman.brandon.r@gmail.com  
brandoncolemandesign.com

## Design Director | Footwear, Apparel, and Accessories

Visionary design leader with 20+ years of experience driving consumer led innovation, brand storytelling, and commercially successful product franchises across global lifestyle and performance markets. Proven ability to build and mentor high performing teams, define long term creative strategy, translate insight, materials, and sustainability into scalable product systems. Experience includes leadership roles at Vessi, The North Face, Timberland, and New Balance.

### CORE LEADERSHIP STRENGTHS

- Global Footwear Design Strategy & Creative Direction
- Franchise Creation, Growth, & Lifecycle Management
- Team Leadership, Mentorship, & Organizational Development
- Consumer Centered Innovation & Trend Translation
- Brand Identity, Storytelling, & Design Systems
- Sustainable Design, Circularity, & Market Innovation
- Cross Functional Leadership (Product, Merchandising, Marketing)
- Tiered Product Strategy, Costing & Design Operations

### EXPERIENCE

2024 - 2025

#### VESSI

VANCOUVER, BC, CANADA

Design Director | March 2024 - September 2025

- Led footwear, apparel, and accessories design teams, set creative vision and seasonal direction
- Developed product stories that balanced short term market opportunities with long term brand growth
- Drove solution based, tiered product strategies across cost, materials, and feature sets
- Strengthen core franchises while identifying and incubating new product platforms
- Established fit and sizing standards within footwear and apparel product ranges

2023 - 2024

#### BRANDON COLEMAN DESIGN

DENVER, CO

Founder and Creative Director | January 2023 - March 2024

- Founded and led an independent design studio focused on footwear led brand storytelling and product innovation
- Directed full project lifestyles from strategy and concept through delivery, on time and on budget
- Built brand identities, design systems, and product narratives aligned to consumer and market goals
- Led cross disciplinary collaborators to deliver consumer driven design solutions

Selected Clients

**Studio Noyes** | Portland, OR | September 2023 - December 2023

- Supported in-house team with strategy development and footwear concept ideation

**Anex** | Europe | August 2023 - April 2024

- Developed SMU design themes for upcoming product launches
- Identified materials and color strategies to elevate product expression
- Created playful, user focused thematic stories

2008 - 2022

**THE NORTH FACE / VF CORPORATION**

Sr. Manager, Footwear Design (Technical Lifestyle) | Denver, CO | August 2019 - August 2022

- Led technical lifestyle footwear categories spanning mountain, urban, and street markets
- Defined seasonal, annual, and 5 year footwear strategies in partnership with category and development leadership
- Championed circularity and sustainability initiatives, including footwear designed for reclamation and reuse
- Mentored and managed designers and interns, supporting career growth and performance development
- Integrated innovation from the Global Innovation Center into inline and future portfolios

Sr. Manager, Footwear Design (Technical Lifestyle) | Alameda, CA | June 2017 - August 2019

- Elevated lifestyle footwear through increased technical credibility and material innovation
- Established footwear specific storytelling through color, materials, and brand proud aesthetics
- Partnered with Creative Directors to align footwear and apparel narratives
- Co-created The North Face Footwear Design Ethos and logo standardization

Sr. Designer, Footwear Design (Technical Lifestyle) | Alameda, CA | June 2014 - June 2017

- Led senior design for technical lifestyle footwear across multiple consumer segments
- Delivered seasonal creative direction and Olympic collections including the Sochi 2014 and PyeongChang 2018
- Collaborated with marketing, materials, and apparel teams to ensure cohesive brand expression

Designer A-C, Footwear (Lifestyle and Youth) | San Leandro, CA | October 2008 - June 2014

- Progressively advanced design responsibilities across men's, lifestyle, hike, and youth categories
- Led key franchises including the Back to Berkeley and Brown Boot collections
- Developed Tier 0 and exclusive collections for global retail partners

2005 - 2008

**TIMBERLAND**

STRATHAM, NH

Designer 1 | Footwear (Kids & Youth) | June 2007 - October 2008

- Designed youth footwear collections across materials, graphics, and closure systems
- Delivered cost conscious designs aligned with tight margin requirements

Associate Designer | Footwear (Men's Urban) | December 2005 - June 2007

- Designed material, color, and theme collections for the Men's Urban category
- Conducted domestic and international research and collaboration closely with Asia based teams

2005 - 2008

**NEW BALANCE**

LAWRENCE, MA

Footwear Design Intern | International Sports and Lifestyle | September 2005 - December 2005

- Supported color, material, and graphic design on key silhouettes including the NB574
- Assisted with concept to prototype development for global footwear projects

**EDUCATION**

College for Creative Studies

Detroit, MI

Bachelor of Arts, Industrial Design (Product)

Art Institute of Atlanta

Atlanta, GA

Associate of Arts, Computer Animation