

Design Director – Footwear | 20+ Years of Global Experience

Visionary footwear design leader with over two decades of experience driving innovation, brand storytelling, and consumer-led product creation for global lifestyle and performance markets. Proven record of building and mentoring world-class design teams, shaping long-term creative strategies, and delivering commercially successful product franchises for brands including Vessi, The North Face, Timberland, and New Balance. Recognized for blending consumer insight, material innovation, and sustainable practices into elevated product experiences that grow brand equity and unlock new market opportunities.

CORE
LEADERSHIP
STRENGTHS

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

EXPERIENCE

2024-Present	VESSI VANCOUVER, BRITISH COLUMBIA, CANADA Design Director • Leading footwear, apparel, and accessories design teams, setting creative vision and seasonal strategies. • Developing product stories and collections that balance short-term market opportunities with long-term brand growth. • Driving tiered product strategies (cost, material, feature sets) to expand consumer reach and market presence. • Strengthening core franchises while identifying new white-space opportunities to expand brand footprint.
2023-2024	BRANDON COLEMAN DESIGN DENVER, COLORADO Founder and Creative Director • Founded and directed a design studio focused on innovative product concepts and brand storytelling. • Built and maintained strong client relationships through clear communication and alignment on goals. • Managed full project lifecycles, ensuring high-quality, on-time, and on-budget delivery. • Created brand identities and design systems that resonated with target audiences and reinforced consistency. • Led and inspired collaborators to deliver impactful, consumer-driven design solutions across multiple platforms. Client list: Studio Noyes Portland, Oregon, United States September 2023 -December 2023 • Assisted in-house team with strategy development • Led ideation and concept creation for potential footwear offerings Anex Ukraine, Europe August 2023 - April 2024 • Developed a Special Make-Up (SMU) design theme for an upcoming product launch • Researched and identified materials and colors to elevate product design • Created multiple thematic stories to enhance a unique and playful user experience

2019-2022

THE NORTH FACE / VF CORPORATION

DENVER, COLORADO

Sr. Manager of Footwear Design (Technical Lifestyle)

- Managed and mentored five apprentices from Pensole School of Footwear Design.
Responsible for integrating and managing the apprentices within the footwear team from May 2022 to August 2022. I created and managed agendas, project allocation, and calendar time line for the apprentices to follow. I connected apprentices to mentors as well as additional functional roles within the footwear team to educate the apprentices on technical outdoor footwear and what goes into creating this type of footwear. I included the apprentices with daily tasks to foster inclusion and team building. I guided the apprentices in developing personal footwear projects that explored new consumer opportunities for the Brand. I scheduled reoccurring design reviews to foster and strengthen presentation skills and familiarize the apprentices with team feedback and how to interpret feedback into refining design direction.
- Lead footwear designer around circularity design and the future of sustainability.
Responsible for working with the Brand to create footwear focused around circularity and recycled materials. (Created footwear that is reclaimed from consumers and recycled into new products)
- Lead Footwear Designer for all Technical Lifestyle (Mountain Lifestyle and Urban City and Street categories) and responsible for building footwear seasonal stories, as well as design direction.

2017-2019

THE NORTH FACE / VF CORPORATION

ALAMEDA, CALIFORNIA

Sr. Manager of Footwear Design (Technical Lifestyle)

- Worked alongside Footwear Category Directors and Footwear Development Directors to build and facilitate seasonally, yearly, and 5 year strategy.
- Collaborated with GIC (Global Innovation Center) to develop and shepherd in new technologies and materials that expanded The North Face in-line and innovation portfolios.
- Developed and created footwear specific stories through color and material, to establish a Brand right aesthetic expression.
- Collaborated with the Technical Performance Lead Footwear Designer to create The North Face Design Ethos and Logo Standardization.
- Managed two designers and helped to build, initiate, and coach their career paths through touch-bases and bi-yearly performance reviews.

2014-2017

THE NORTH FACE / VF CORPORATION

ALAMEDA, CALIFORNIA

Sr. Designer-Footwear (Technical Lifestyle)

- Lead Senior Designer for Technical Lifestyle footwear (Mountain Lifestyle, Urban City, and Street categories) responsible for furthering Lifestyle Footwear into a more technical position, improving Brand recognition, and elevating products.
- Drove compelling seasonal direction for all Lifestyle footwear.
- Worked with the Creative Directors of the Brand to align on and execute against key Brand stories in order to create cohesion between apparel and footwear through aesthetics, materials, and color.
- Collaborated with Apparel Design Directors to align with seasonal stories and nurture those stories into footwear collections.
- Collaborated with Consumer Insights Team and Regional Product Managers to build consumer focused footwear and streamline product offerings.
- Worked alongside Marketing, Materials, and Apparel Leads to create an Olympic Collection for The North Face sponsored athlete teams and expanded said collection into a consumer offering for the PyeongChang 2018 Winter Olympic games.
- Managed and guided interns with seasonal projects, material and color stories, as well as time management to meet deadlines.

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- Helped to expand the global reach of Lifestyle footwear and Lifestyle accounts by creating a special collection of Lifestyle footwear styles for the JD group to be sold exclusively within their stores.
- Collaborated with a multitude of product leaders, (Product Directors, Creative Directors, Marketing, Apparel Designers, Equipment Designers, and Sales), to create a strategy and product collection centered around the Tier 0 marketplace and consumer.
- Collaborated with the internal Footwear Design Team to revise, build, and establish a new design language that aligns with apparel to create a unified aesthetic.

2012-2014

THE NORTH FACE / VF CORPORATION

ALAMEDA, CALIFORNIA

Designer A-Footwear (Lifestyle)

- Lead Designer for Men's Lifestyle Footwear.
- Collaborated with Product Management and Development to create an expanded offering of Lifestyle footwear that would address the ever expanding and changing Lifestyle consumer.
- Responsible for on calendar and off calendar projects.
- Collaborated with the internal Jump Team (Special Make Up Team) to create statement products and collections for third party accounts.
- Collaborated with the Sports Marketing Team and Apparel counterparts to create footwear for the sponsored athletes wardrobe to wear in the Sochi 2014 Winter Olympic Games.
- Lead Designer and creator of The North Face "Brown Boot Collection".
- Collaborated with internal design teams to help create and develop key franchise styles.

2011-2012

THE NORTH FACE / VF CORPORATION

SAN LEANDRO, CALIFORNIA

Designer B-Footwear (Lifestyle and Youth)

- Responsible for updating current styles and creating new youth footwear designs.
- Acquired responsibility and ownership of key men's lifestyle collections; Back to Berkeley collection and Lifestyle Hike Collection.

2008-2011

THE NORTH FACE / VF CORPORATION

SAN LEANDRO, CALIFORNIA

Designer C-Footwear (Lifestyle)

- Supported Senior Designers in building hike and lifestyle collections, as well as, collaborated with creating footwear concepts and seasonal stories.
- Nurtured and developed key franchise collections and styles.
- Created entry level footwear focused around hike and trail running categories.
- Collaborated with the Footwear Design Team to create branding standards and improvements of visual design language as related to the Brand's three product categories; Hike, Trail Running, and Lifestyle.

2007-2008

TIMBERLAND

STRATHAM, NEW HAMPSHIRE

Designer 1-Footwear (Kids)

- Successfully worked with Product Management and Development to create new styles, logos, graphics, material collections, and unique and alternative closure systems for the youth market.
- Worked closely with the Men's and Women's design teams to create and develop take down products that had to hit youth's tight margins.

2005-2007

TIMBERLAND

STRATHAM, NEW HAMPSHIRE

Associate Designer-Footwear (Boots)

- Responsible for designing and executing material, color, and theme collections within the iconic “Men’s Urban” Category.
- Successfully traveled domestically to gather market, consumer, and trend research for development of the iconic “Men’s Urban” collection, in addition to new designs and collections.
- Traveled regularly to Asia to work with global teams to execute designs and further develop standards.

2005-2005

NEW BALANCE

LAWRENCE, MASSACHUSETTS

Design Intern-Footwear

- Supported Design teams with color and material stories.
- Designed new graphics and material collections on the iconic 574 silhouette.
- Designed updated Netball styles for the International Footwear Team.
- Worked closely with Design and Development to take projects from initial concept to final prototypes.

EDUCATION

THE COLLEGE FOR CREATIVE STUDIES-Detroit, Michigan

Industrial Design (Product), Bachelor of the Arts

May 2004

ART INSTITUTE OF ATLANTA-Atlanta, Georgia

Computer Animation, Associate of the Arts

December 1999