



ERIN BORNSTEIN

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LOCATION

North Haven, CT

EDUCATION

New England School of Art & Design at Suffolk University
BFA Graphic Design

COURSES & TRAINING

Harvard Essentials Leadership Graduate 2023
Romans CAD 2D & 3D Training
ARS Sutoria Shoe Construction

SOFTWARE

Adobe Creative Suite
Illustrator
Photoshop
Miro
Procreate
Microsoft Word
Microsoft Excel
Microsoft PowerPoint
New Arc
MidJourney

SKILLS

Illustrator
Photoshop
Hand Sketching
Technical Design/ CAD

PROFESSIONAL SUMMARY

DESIGN LEADER | RESULTS ORIENTED EXECUTIONER | DISCIPLINED CREATIVE

Experienced Design Leader, specializing in both Men's and Women's footwear design. Extensive global travel experience with a deep understanding of consumer insights and trends, enabling the creation of products that meet market demands and exceed expectations. Skilled in translating brand identity into captivating designs. Collaborative creative who ensures cohesive product assortments that align with business growth objectives. Proven track record of leading strategic initiatives, adhering to development timelines, and managing budgetary constraints. Excels in managing teams remotely, and in mentoring others for professional growth.

ACHIEVEMENTS

- Nominated and selected to participate in the prestigious 8-month Harvard Leadership Essential Series program. Graduated in the fall of 2023.
- Lead the design of Sperry's Women's TN entry price sneaker franchise delivering \$550K additional revenue in first season, leading the brand ecommerce site in pairs and dollars sold.
- Grew Sperry's product margin by 3% from 2023 to 2024.
- Increased Men's consumer testing from likelihood average of 30% positive sentiment to a likelihood of 95% average from 2023-2024

CURRENT ROLE

SPERRY - Senior Footwear Designer, Men's Team Lead

November 2022 – Present

Leading the design team for the Men's product category, aligning designs to creative direction and target margins, while leveraging consumer insights to meet commercial needs and enhance bottom-line.

- Oversee Men's line, managing 21 new initiatives (TN's + NU's) for FW24 and 34 for SS25, in addition to SMU's, Collabs, and counter-seasonal products.
- Design products catering to multiple consumer groups, spanning various tiers within the wholesale channel and different price-points.
- Collaborate cross-functionally with Product Development and Product Management, ensuring target are met and process efficiency.
- Shape seasonal creative direction and influence design processes, including the color palette, trend stories, and product design guidelines.
- Execute footwear designs aligning with product briefs and FOB requirements, blending innovation with brand style.
- Lead local and international market trips to gather global insights, informing and inspiring design execution.
- Lead 2 direct reports, driving team to execute business growth strategies while executing to design standards.

EXPERIENCE

SPERRY - Senior Footwear Designer, Women's

November 2021 – October 2022

Designed and executed volume product offerings to drive newness and commercial appeal.

- Led the design of the Women's sneaker category with primary focus on the Crest Franchise, which constituted 28% of the total Women's business for 2023.
- Led the Women's design team with 100% TN adoption and over 85% NU adoption.
- Designed and managed counter-seasonal Resort collection in 2022 and 2023 in addition to in-line work; including but not limited to, creating a separate off-calendar timeline, creative direction and storytelling.
- Led and developed 1 direct report.

REBORN DESIGNS LLC - Founder, Creative Director, Senior Designer

October 2018 – November 2021

Launched creative practice helping major name-brand shoe companies and start ups innovate with new designs, styles, and product/marketing strategies.

- Founded and led design agency to help global footwear brands and local innovation startups with product design, design leadership, product creation support and collaboration.
- Focused on footwear design, blueprint design, tech packs, seasonal creative direction, creative ideation, and custom PowerPoint presentation and animation.
- Collaborate with leadership and development teams to define creative direction, redefine footwear designs, create and launch/relaunch products, and drive revenue growth.

TIMBERLAND - Women's Global Footwear Designer

June 2014 – October 2018

Led the Women's Classics product from 2014-2018, the highest revenue-generating franchise in the Women's Casual product category.

- Award-winning designer for Timberland's Design Cell project, pioneering a speed-to-market footwear collection.
- Implemented streamlined processes, reducing information transfer time from design to development by 50%.

H.H. BROWN, SÖFFT SHOE COMPANY - Product Designer & Developer

October 2012 – June 2014

Design and development contributor for Söfft Shoe, Isolá, and Softspots brands.

- Integrated 3D CAD/Romans software into the product development process, enhancing efficiency.
- Engaged in international and domestic travel for market research and development trips.

H.H. BROWN, SÖFFT SHOE COMPANY - Graphic Designer & Web Designer

June 2011 – September 2012

Coordinated design assets for marketing, including publication design, corporate communication, and special event management.

- Integral member of the marketing team, contributing to advertising design, market research, branding, and sales collateral design.

AWARDS

Patent # D803,528 - Shoe, November 28, 2017 - Timberland Licensing LLC

Winner of Internal Speed to Market Competition - Timberland 2018