



FLETCHER ESHBAUGH
DESIGNER



1TH STUDIO
PRINCIPAL, 2008 TO PRESENT

1th was established in 2008 with a focus on soft goods, along with branding & identity of startups with the need to create a distinctive identity and collateral in already crowded market segments. A majority of this work has been in the fashion & cosmetics industries with the work being very successful establishing their brands in their respective fields.



MUNDI WESTPORT
CREATIVE DIRECTOR, 2016-2017

Creative Director for Men's division responsible for design direction of product for Timberland, Nautica, and Steve Madden brands. Responsibilities included creative direction, design, and implementation of men's leather accessories and packaging for each brand. Additionally was tasked with cultivating and maintaining relationships with our licensors, and overseeing a small design and development team.



THE MONEY TEAM
LEAD DESIGNER, 2013-2016

Lead designer of The Money Team; top athlete and money earner Floyd Mayweather's line of t-shirts & accessories. Instrumental in developing the core brand & identity, along with design & implementation of all products within the range. Additional responsibilities include trips to Los Vegas to meet with Floyd in order to maintain a clear product vision.



COACH, INC.
SENIOR DESIGNER, MEN'S TEAM 2009-2015

Helped grow the men's product category from \$200m in 2009 to over \$700m in sales last year. From 2012-2015 was responsible for the best selling & largest men's collection representing 42% of the men's business. Most recently led the redesign of core business silhouettes, developed the first wholesale program for men's product, as well as the design & implementation of runway styles. In addition, oversaw development in China in conjunction with our overseas partners & conducted frequent trips to Asia.



COVERGIRL®

CLIENT & INDEPENDENT CONTRACTING LIST
2004-PRESENT

LG | Coach Inc. | Rockwell Group | Covergirl | Walmart | Dell | Airwalk | Sperry | Kohl's | Victoria's Secret | Bioscience Therapies | Miller brewing company | CB sports | Champion Elite | Gap Inc. | Tommy Hilfiger | Juicy Couture | Elave | Naturade | Sweat Tailor | Undercover (USA) | Bad Ass Beauty | Curves | White Tulip | Mark Richards Enterprises | Patchology | Dermarché Labs | Beautyblender

NINE WEST

NINE WEST
LEAD DESIGNER, 2003-2004

Time at Nine West was split between lead designer for Nine West retail & lead designer for the Esprit brand. Introduced a fresh perspective to both footwear lines & brought new design techniques to the company. In addition, analyzed markets & trends through frequent North American & European trips, along with quarterly trips to Asia to oversee prototyping & production.



FARYL ROBIN | WE WHO SEE
LEAD DESIGNER / DESIGN DIRECTOR, 2000-2003

Responsible for designing & overseeing footwear, graphic, packaging, & environmental aspects of the brand as well as overseeing development & production in Asia. Was an integral resource developing the brand & Identity in conjunction with the owner. Together we advanced the company from exclusively developing screen printed flip flops into a full range women's casual footwear brand.



TEEN ART SALON
GUEST LECTURER, 2016

Guest Lecturer for the Teen Art Salon. Discussion focused on art, commercial art, product and fashion design, as well as navigating as a creative force in the business world for the young members (ages 14-19) of the organization.



PARSONS SCHOOL OF DESIGN
GUEST LECTURER | GUEST INSTRUCTOR, 2008, 2011, 2012, 2014

Invited by design instructor to educate, supervise, and critique independent student footwear projects, and advise on semester long footwear class assignments in 2008. As well, subsequently invited by other professors to discuss the state of product design and its application in the professional sector in 2011 & 2012, and finally to discuss design as it pertained to the fashion industry in 2014.

Pratt

PRATT INSTITUTE
GUEST LECTURER | DESIGN JUROR, 2002

Guest lecturer on the topic of footwear design and professional application in addition to being a guest instructor and juror for the student's semester long footwear project.

IDS

IDS, NEW YORK CHAPTER
CONTRIBUTING WRITER, 2003

Authored a humorous yet focused design article focusing on the financial hardships as a designer in New York for the "GREED" issue of the New York chapter magazine/newsletter. Took part in discussions and meetings as to content of issue, as well as magazine layout with other designers and contributors.

IDS

IDS, NEW YORK CHAPTER
MEMBER, 2005-2006, 2016

Active member for the 2005-2006 year, and 2016 to present.



UNIVERSITY OF CINCINNATI
D.A.A.P PROGRAM, COLLEGE OF DESIGN, ART, ARCHITECTURE AND PLANNING

Bachelor of Science, Industrial Design, 2000.

Internships completed at Design Central, New Balance, and ECCO ID.

SPECIALIZED SKILLS

Creative direction
Concept development
Creative thinking and synthesis
Design management
Product development from concept to production
Sketching
Adobe Illustrator, Photoshop, InDesign software
Alias software