



ZACHARY FORD

FOOTWEAR DESIGN & DEVELOPMENT

ABOUT: I'm an experienced creative whose attention to detail, quality of artwork, and ability to tackle both conceptual and administrative tasks allows me to be a more well rounded designer. As a seasoned illustrator of nearly 15 years, I am very comfortable creating quick, accurate sketches as well as more polished renderings. My success in trend-forecasting for footwear in a variety of product categories speaks to my ability to understand consumer behavior which allows me to promote trend-right art direction season to season.

Work Experience:

2002 - 2007

Richmond Illustrations

Assistant Manager / Caricature Artist

- Managed and trained new groups of artists
- Drew caricatures live as an entertainer at events such as trade shows, corporate events, weddings, parties and private events.

2002 - 2007

Webster University
2007, B.F.A.



2008 - 2010

St. John's Mercy Healthcare

Graphic Designer

Responsible for company's brand position through B2B and B2C advertising both in print and on the web.

2013 - Present

Elan Polo International

Line Builder - Crevo Footwear

• Develops line for Crevo brand footwear seasonally. Not only focusing on trend forecasting, concepting, and development, but also working closely with Marketing, Pricing/Sourcing, Quality Assurance, and even Customer Service

Studio X

Graphic Designer

Specialized in image manipulation, identity, layouts, advertising, and outdoor signage.

2005 - 2007

2010 - 2013

Elan Polo International

Footwear Designer

- Produced illustrations, renderings and cross sections of men's footwear
- Created trend boards to establish design and color direction for each season.
- Consistently incorporated ideas to produce labor efficient and cost-effective footwear by determining materials, construction, color, construction and manufacturing processes.

- Oversees product direction for key silhouettes, materials, colors and details for major retailers such as: Jack Threads, DSW, Famous Footwear, Nordstrom Rack The Buckle and Amazon.com.
- Researches new business opportunities and developed product for the progress of obtaining 3 million in new business at JCP.
- Manages time sensitive projects and sets priorities for designers to achieve deadlines.
- Maintains hands-on involvement in development by correcting trial patterns and researching new production techniques.
- Compiles current trend information by researching the web, shopping domestic markets and then applying the gathered information to the target customer.
- Practices clear communication channels with overseas development to ensure that all pertinent project details and processes are clearly understood.

DESIGN QUALITIES:

- Meticulous eye for detail
- Ability to work under pressure
- Creative problem-solver
- Diverse range of artistic styles
- Ability to adhere to guidelines

TECHNICAL PROFICIENCY:

- Strong illustration ability
- Adobe Creative Suite
- Microsoft Office Suite

CONTACT



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