



# Joanne Jorgensen

Materials Design Director (Knit) at Nike | AC Certified Coach

📍 London, UK

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## Links

[LinkedIn](#)

## Languages

English (Native)

## About

With over 20 years global experience in textile design, working for start ups, SME's and large global corporations my practice is centred around leading with vision and creativity. My expertise is in cultivating a creative culture within which interdisciplinary designers, makers, scientist and engineers can solve for many of today's unique design challenges. My approach is highly collaborative, always pushing creative thinking and reinventing traditional design processes to innovative the newest sustainable material concepts. My work is rooted in deep consumer insights and sustainable innovation, solving consumer and athlete needs across all genders, lifestyle and performance.

### BRANDS WORKED WITH

- Arcadia
- Marks and Spencer
- Nike
- Shop Direct Group

## Experience



### ● Materials Design Director

Nike | Nov 2015 - Now

- \_Leading sustainable material innovation for Nike footwear, setting up Nike's only design studio outside of World Headquarters In 2015.
- \_ Developing and leading the Purpose, Ethos and culture of the design studio where Sustainable make and creativity is central to all we do.
- \_Key focus area is Knitted material innovation, Total of \$4Billion revenue across lifestyle and performance.
- \_Seasonally create design direction for all genders and categories in Global. Building a narrative using deep consumer insights, new material and yarn innovations, Machinery innovations and lifestyle trend.
- \_Attending key industry trade fairs such as Techtexsil, ITMA, SpinExpo, CFS, Pitti Filati
- \_Working with local London design catalysts from early career stage to create first collections, for example Samuel Ross, Mowalola & Martine Rose.
- \_Collaboration is central to my process, facilitating design sprints and workshops to realise product innovations in physical make.
- \_Leading a consistently Highly successful team through coaching based leadership style.
- \_ Working with local charities and incubators to inspire the creators of tomorrow and help make design a more diver playing field.



### ● Senior Knitwear Designer

Arcadia | Mar 2012 - Dec 2014

### ● Freelance Senior Knitwear Designer

Shop Direct Group | Jun 2008 - Aug 2009



### ● Senior Knitwear Designer

Marks and Spencer | Feb 2008 - Jun 2008