



# Mathilde Evrard

Lead Footwear Designer

📍 Santa Ana, CA, USA

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## Links

[LinkedIn](#) [Instagram](#)

## Languages

English (Native)

French (Native)

German (Work Proficiency)

## About

Passionate about creating breakthrough brand identities. Constantly looking to bring design and innovation. Strong focus on market knowledge and added value. Effectively managing talents and processes. Proven track record.

### BRANDS WORKED WITH



## Experience

### ● Creative Director

Mathilde Evrard Design | Oct 2014 - Now

Design consultancy services for; CARIUMA, TOMS, K-SWISS, PALLADIUM, PILOTI, CRAFT, SPARTAN RACE..... Conceptualizing and developing the projects all the way to market-ready products. Identifying new market opportunities / Consumer study / Design leadership Project management / Development follow through / Product presentation.



### ● Senior Footwear Designer/ manager kids category

TOMS | Sep 2016 - Sep 2018

I joined TOMS by interest for their philanthropic mission and the will to participate to it. In the four years I was involved with the kids footwear collection I elevated the line from basics to a well rounded, contemporary offering of relevant styles through compelling story telling and re-inventing their iconic best seller. Some of my main functions for the kids line were:

- Managing the design direction, material stories and main seasonal initiatives.
- Working closely with product management on the line building process.
- Managing the design team and collaborating with the development team.
- Following up on the collection from creation to market ready products.
- Directing the design of market relevant collaborations (ie" SESAME STREET)
- Presenting at design reviews and Sales meetings.

### ● Design Director

Hkst | Mar 2013 - Sep 2015

Design Director at HKST I took leadership of a team of creatives, spearheading innovative concepts while keeping a strong focus on the consumer for multiple lines of products and clients such as PILOTI, O'NEILL, HOTWHEELS... Project conceptualization / Concept presentation Strategic thinking / Design team leadership Sketching / Rendering / Technical instructions Follow up on development to assure the best quality of execution.



### ● Senior Designer Footwear

etnies | Mar 2006 - Mar 2013

In charge of the women and kids footwear design category from casual sneakers to sandals I built a strong and cohesive line of footwear mixing fashion and function. I managed the design collaborations between Etnies kids and Disney (Phineas & Ferb and Monsters University). Market study / Trend predictions Project conceptualization / Design Technical specking / Colors & materials Presentation to sales & marketing teams



### ● Senior Designer Accessories

etnies | Mar 2003 - Mar 2006

I managed complete lines of accessories from design to development for ETNIES, 32, EMERICA and ES. I elevated the aesthetics and quality of the product and doubled the business for all brands. Market study /

Trend predictions Project conceptualization / Design Technical specking / Colors & materials Development / Asia factory visits / Price negotiation Presentation to sales & marketing teams



- **Senior Designer Accessories**

Nike | Apr 2001 - Sep 2001

Designer for JPM Resources a company based in the UK creating and producing the whole line of bags for Nike Europe. I was responsible for conceptualizing, designing and following up on development of some of the women and kids bag collections for Nike Europe with extensive development trip to the Far East for optimum execution and pricing of the product.



- **Designer hardware & accessories**

Adidas | Nov 1997 - Apr 2001

Designer for Adidas I specialized in creating high performance technical protections for Soccer, indoor and team sports . Signature project: Design of the official matchball for the Soccer World Cup 2002 Korea /Japan selling over 8 million pieces. Research trends in technology & fashion and translate to high performance sports Conceptualization / Design Technical innovations / Tests on site / Technical packaging Executive level presentations; ADIDAS member of the boards, FIFA...

## Education & Training

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1995 - 1997 ● **St. Martin's College**

Master, Master of Design

1993 - 1995 ● **ENSAAMA, Paris**

Bachelor, Bachelor of Design