

joanna stone

footwear design specialist

I am an experienced and talented designer and developer with an extensive background in lifestyle, sports, fashion, outdoor and casual footwear. With a proven track record in bringing to market original yet commercial shoes, my development experience spans factories and sample rooms worldwide. With a strong understanding of outsoles, constructions and technologies, I manage the complete design process from concept level to finished product. I always aim to deliver innovative and creative products and my attention to detail is the key to my success.

www.doodlyquatdesign.com

June 13- current

owner of footwear design & development consultancy, working with numerous global brands, including Merrell, MBT, Keen, Patagonia, Caterpillar & Chaco

London Design Nest (LDN) - Wolverine Worldwide (London)

Design Manager/Senior Footwear Designer

July 10-June 13

Manager and Lead Designer of the LDN design team, Wolverine's in-house design agency creating product for all 16 WWW brands (including CAT, Merrell, Cushe, Sebago, Hush Puppies, Patagonia, Chaco)

- hiring, training and mentoring of new design team members

-planning & managing work flow through the LDN. Daily account management of brands & point of contact

-extensive global travel; for research, development and business growth purposes

CAT Footwear- Wolverine Worldwide (London)

Senior Designer & Developer for Active & Casual product- Mens & Womens

August 07- July 10

Hi-Tec Sports Plc (London)

Senior Designer & Developer for Golf, Court, Athletic and Outdoor- Mens & Womens

June 04-Aug 07

fcuk footwear- Concept LH (London)

Senior Designer for Trainers and Sports Fashion categories

April 02 - June 04

Peter Black Footwear & Accessories (London)

Designer for Sports and Casual- Womens

October 01 - April 02

Fila (London)

Designer- Trainers, Skate and Back to School

June 98 - June 01

Education & Qualifications:

2:1 BA (Hons) Design, Marketing & Product Development in Footwear- Cordwainers College (London)

4 A levels and 9 GCSEs (including Maths and English)

highly proficient in Adobe Photoshop and Illustrator

Interests:

shoe collecting, galleries and exhibitions, running for enjoyment and the odd half marathon, making my own jewellery and bags and doing up my house.

sketching

concepts

development

trends

technical

problem solving

forecasting

blueprint

corrections

colour palettes

joanna stone

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