

Experience

Eastman Footwear Group, New York, NY

Senior Footwear Designer

2017 - Present

- Established style, material, and color trends, including seasonal color palettes
- Evaluated and revamped Totes logos and branding, increasing brand visibility at retail
- Created over 100 new styles and 400 SKUs per season, working directly with suppliers to create new patterns and outsoles
- Managed development timelines, including all sample tracking to meet sales team needs

WOLVERINE WORLD WIDE INC. (Stride Rite Corp.), Waltham, MA

Senior Footwear Designer Stride Rite Children's Group

2010 - 2017

- Ensured products created best customer value, achieving margin and FOB goals
- Responsible for 15 to 20 projects, totaling over 50 SKUs per season
- Innovated new lighted Stride Rite products, starting with Spring 2015 season, including the brand's best-selling product in the category
- Responsible for the design direction and execution of Saucony Children's product, from Fall 2010 to Spring 2015, notably the children's group's best-selling product to that date
- Managed the integration of the Merrell Kids line into the children's group design team
- Responsible for managing design internship program during four consecutive summers
- Developed new concepts through all stages, from brief to market-ready
- Created new lasts and outsoles based on consumer and market insights
- Traveled extensively to factories to review designs and problem solve production issues

Footwear Designer Stride Rite Children's Group

2006-2010

- Generated concepts to meet consumer needs based on sales and trend forecasts
- Created volume driving product utilizing competitive market research
- Designed children's-specific product for Saucony and Sperry brands

ATSCO FOOTWEAR LLC., Avon, MA

Footwear Designer Atsco Design Group

2003-2006

- Designed for all genders and categories, including sandal, athletic, boot and casual styles
- Led all phases of design of the Old Maui and Khombu Brands for 2005 and 2006
- Established and managed Atsco Footwear's design internship program
- Designed innovative product concepts for the U.S. re-launch of the Kangaroos brand
- Created account-specific product for special make-up and private-label programs
- Presented design and prototype concepts to sales and marketing
- Enhanced brand presentations at retail by redesigning packaging

CORE DESIGN INC., Westwood, MA

Industrial Design Consultant

2003

- Communicated functional and user-friendly design concepts for a medical product

INFOGRAMS INTERACTIVE INC. (Hasbro Interactive), Beverly, MA

Interface Designer

2000-2002

- Translated multiple licenses' content into new video game concepts
- Ideated new software and hardware concepts to revitalize the Atari brand

NEW BALANCE ATHLETIC SHOE, Lawrence, MA

Intern Footwear Designer

2000

- Assisted designers with trend research, sketching, color-ups, and marker renderings

Education

ROCHESTER INSTITUTE OF TECHNOLOGY, Rochester, NY

1995-1999

Bachelor of Fine Arts, Industrial Design

Associate of Applied Science, Interior Design

Achievements

AWARDS

BEST SHOE YOUTH RUNNING 2011, Running Network - Saucony Kinvara 2

PATENTS

US Design Patent (D798,550), Footwear Sole, October 3, 2017

US Design Patent (D794,940), Footwear Upper, August 22, 2017

US Patent (9,687,046), Reversible Strap for an Article of Footwear, June 27, 2017

US Design Patent (D551,830), Footwear, October 2, 2007

Keith Fudalik

FOOTWEAR DESIGNER

KEY SKILLS

- Proven success at retail creating product based on customer need, trend, and marketplace intelligence
- Creating high value product by focusing on balancing customer need, and component cost
- Communicating proof of concept through research, presentation, and quick mockup testing
- Delivering overlapping projects from brief to market by self-prioritizing, and communicating with team resources
- Extensive knowledge of footwear manufacturing, including working directly with suppliers on solutions

COMPUTER SKILLS

Adobe Illustrator

Adobe Photoshop

Sketch Book

CONTACT INFORMATION:

email: keith@fudalik.com

phone: 617-787-9146

website www.fudalik.com