

FOOTWEAR DESIGNER TELLING STORIES THROUGH COLOR & MATERIAL

BASED IN ROTTERDAM, NETHERLANDS

I am a French/American citizen with over 8 years of experience in the fashion/activewear space—across design, trend forecasting, photography, e-commerce, and retail.

In my recent position at Mizuno, I collaborated with the global footwear color team (Japan, U.S, Europe) to establish seasonal color strategies for performance and sportstyle categories through market research, trend analysis, and concept development. Additionally, I created 2D and 3D color indications for footwear within various categories including running, handball, and volleyball.

My previous experience as a trend consultant in New York at Fashion Snoops—where I led projects for heavy hitting brands such as Timberland, Vans, Woolrich, and Foot Locker—has furthered my attention to detail and brought out an enthusiasm for client-facing presentations. Through this role, I have also developed a fascination for crafting narratives which connect the dots between culture and product.

In my free time, I like to go out for long runs, play padel, pretend I'm a professional bowler, or I find myself conceptualizing various side projects.

RESUME

2022—present

NIKE
Footwear Color & Material
Designer I

2021—2022

MIZUNO
Footwear Color Designer
Color Analyst

2018—2021

FASHION SNOOPS
Director of Activewear

SKILLS

DESIGN & COLOR

Visual Mood Boards
Color Swatch Selection
Color Palette Making
Color Application (2D & 3D)
Footwear Color Design
Image Retouching
Layout & Typography

RESEARCH & STRATEGY

Competitor Analysis
Fashion Trend Reporting
Opportunity Analysis
Storytelling
Creative Direction

CONNECT

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