

DEREK HUENECKE

FOOTWEAR DESIGNER

dthuenecke@gmail.com
+1.319.213.0533

PORTFOLIO:
www.derekhuenecke.com

SKILLS:

Adobe Creative Suite
Microsoft Office
Procreate
Tech packs
Hand sketching
Rendering
Color design
Trend finding
Pattern making
Mixed media
Form development
Materials and processes

EXPERIENCE

Under Armour | Baltimore, MD

Footwear Designer II | CLEATED, April 2022 - Present

- Category designer designing new styles in football, baseball, golf, lacrosse, and global football.

Vans | Costa Mesa, CA

Footwear Designer - A | CLASSICS PLUS, Oct. 2019 - April 2022

- Category Design Lead
- Was responsible for designing new, progressive footwear styles for the Van's DTC and boutique retail channels, as well as styles for BMX, Snow, Classics, and Kid's Progression.

Footwear Designer - B | ACTIVE, Jan. 2017 - Dec. 2018

Footwear Designer - C | ACTIVE, Jan. 2016 - Jan. 2017

Bucketfeet | Chicago, IL

Product/Footwear Designer, Feb. 2015 - Jan. 2016

- Was responsible for footwear and accessory design, color/material design, new product development, SMUs, and artist interaction/special projects.
- Led all men's and women's footwear design for FW16, SS17

New Balance | Lawrence, MA

Design Foundry Intern, June 2014 - Dec. 2014

- Assisted on inline products on women's training and walking teams, from color design to new product development
- Worked closely with Warrior team on personal project exploring new technology in baseball footwear.

Kenneth Cole Productions | New York, NY

Men's Footwear Design Intern, Jan. 2014 - May 2014

- Assisted in trend identification, concept sketching and merchandising for Reaction men's footwear design and creative direction teams.

Adidas AG | Herzogenaurach, Germany

History Management Intern, May 2013 - Nov. 2013

- Utilized knowledge in footwear design, shoe technology, and sports to protect, preserve and describe the entire Adidas basketball footwear and technical drawing history for internal and public archive use.

EDUCATION

Iowa State University College of Design | Ames, IA

Bachelor of Industrial Design, Summer 2013

UAL: London College of Fashion | London, UK

Footwear Design Semester Abroad, Aug. 2012 - Dec. 2012

HONORS

Graduated Cum Laude | 3.57 GPA

ISU Fashion Show | Designer, Court Shoe | Spring 2013

ISU IDSA Student Chapter Vice President | 2011-2012

Dean's List | Fall 2009, Fall 2011, Spring 2012, Spring 2013