

# DEREK HUENECKE

FOOTWEAR DESIGNER

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PORTFOLIO:  
www.derekhuenecke.com

## PROFICIENCIES:

Adobe Creative Suite  
Gravity Sketch  
Procreate  
Microsoft Office  
Technical drawings  
Tooling design  
Hand sketching  
Rendering  
Color design  
Trend finding  
Pattern making  
Materials & processes

## EXPERIENCE

### **Crocs | Denver, CO** - Current

*Senior Manager, Footwear Design, August 2023 - Present*

- Responsible for the creation of consumer-centric and innovative molded footwear styles, essential to driving the future of Crocs.

### **Under Armour | Baltimore, MD** - 1 year, 5 months

*Footwear Designer II | CLEATED, April 2022 - August 2023*

- Category designer for Team Sports - Cleated, responsible for new styles in Lacrosse, Golf, Baseball, Football, and Soccer.

### **Vans | Costa Mesa, CA** - 6 years, 5 months

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

- Leadership: Category Design Lead, intern/apprentice mentor.
- 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, SMUs, and Kid's Progression.

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

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

### **Bucketfeet | Chicago, IL** - 1 year

*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** - 6 months

*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 | NYC, NY** - 4 months

*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** - 6 months

*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, CUM LAUDE - 2013*

### **UAL: London College of Fashion | London, UK**

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