

JOSH HERR

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OBJECTIVE

As a designer my goal is to be involved and surrounded by a passion for creating. I feel confident in my ability to communicate ideas, translate concepts, and create emotions through pictures and words. I am not afraid to make decisions or work towards them in a team environment. I love to be enrolled in the process of design with others and view design as a series of solutions. In the future I hope to continue my passion for translating my school-boy-like excitement for inspiration and research into compelling and inspirational products that are consumer relevant.

EXPERIENCE

ADIDAS ORIGINALS | HERZO, DE | 05.2009 - PRESENT | SENIOR DESIGNER (COLOR + MATERIAL SPECIALIST)

- › Focus on updating iconic silhouettes for a contemporary global market. Extensive knowledge in execution of color, material, and construction updates. Additional proficiency in design of new uppers and toolings.
- › Responsibilities have included the design and overview of global categories including: Superstar, Basketball, Adicolor, Running, Casuals, Modern Lifestyle, Goodyear, 523, and Mega.
- › Designed for special projects such as Originals Star Wars collaboration and 10th Anniversary O-Store collection.
- › Manage Men's footwear materials which includes material briefing, seasonal selection, new developments, and supplier relationships. Additionally implemented intensive material consolidation that successfully reduced cost, maximized efficiency, and created product consistency.
- › Established new conducive working processes for creation and collection overview.
- › Create color and trend direction for the multiple distribution channels and categories.
- › Determine and institute relevant silhouettes for emerging market opportunities and consumers.
- › Selected participant of inaugural class of MiCareer, a multi-event off site training program for future leaders of Adidas.
- › International travel for supplier fairs, product development, market insight, and inspiration research.

REEBOK INTERNATIONAL, LTD. | CANTON, MA | 09.2005 - 05.2009 | GRAPHIC DESIGNER II

- › Worked on all product silos including Mens/Womens, Footwear/Apparel, and Performance/Classics.
- › Lead Graphic Designer for the successful launch of the Woman's Initiative, including apparel and footwear.
- › Designed for successful Reebok Classics programs such as Pump 20 and Freestyle 25th Anniversary.
- › Worked directly with Basquiat foundation to establish collaboration and was responsible for design of all apparel and footwear products.
- › Participated in the creation of the Global design direction with Color and Trend team.
- › Assisted in the launch of Sports Licensing footwear for NFL, NBA, NHL, and MLB leagues.
- › Designed graphics for RBK Entertainment division, such as S. Carter, Pharrell William's Ice Cream, and G-Unit.
- › Completed extensive class in footwear creation, from pattern making to lasting.
- › International travel for market insight, office collocation, and inspiration research.

FOX ARCHITECTS & GRAPHICS | WASHINGTON D.C. | 05.2005 - 09.2005 | GRAPHIC DESIGNER

While working at Fox I contributed to company presentations and collateral for in house and out of house clients.

EDUCATION

KUTZTOWN UNIVERSITY | KUTZTOWN, PA | 2001 - 2005 | BACHELOR OF FINE ARTS

Bachelor of Fine Arts, Communication Design