

CAROLINE SWIERSZCZYK

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EXPERIENCE

ROTHY'S / SAN FRANCISCO, CA

Full-time Consultant Leading Women's Footwear / March 2021 – Present

- Trend, Big Ideas, Category Strategy & Roadmap, and Product Creation from concept to commercialization.

EVERLANE / SAN FRANCISCO, CA

Design Director—Women's Footwear and Accessories / June 2019 – October 2020

- Led strategy and product creation for Women's Dress + Lifestyle footwear, bags, and accessories.
- Established a footwear category framework to inform seasonal line planning and sustainability roadmap.
- Outlined a design vision for footwear including proprietary outsole language and signature branding details.
- Presented quarterly 'Big Ideas' and supporting trend analysis to Executive Leadership.
- Mapped a go-to-market calendar with product development, planning, and merchandising leadership.
- Partnered with Development team to launch product out of new countries including China and Brazil; implementing standards of fit, comfort, and quality across factories.
- Worked with Materials R&D team to establish core color and material library as well as source and develop new sustainable outsole compounds, upper materialization, and recycled internal components.
- Supported brand marketing with product launch content including 'behind the design' videos for social media.
- Pivoted design priorities during Covid-19 to conceptualize and develop new accessories including masks, home, and pet.
- Day-to-day: sketching, techpacks, blueprints, corrections, color/material selection, presentation decks
- Hired, onboarded and managed a team of 3 designers in office and remotely.
- Development travel to Italy and Asia

COLE HAAN / NEW YORK, NY

Design Director—Women's Lifestyle Footwear / May 2016 – May 2018

Sr. Footwear Designer / June 2015 – May 2016

Footwear Designer / October 2013 – June 2015

- Led strategy, seasonal concept and product creation for Women's premium to moderate Sport-Casual line, including collaborations with New York City Ballet, Mountain Hardware and Mastermind.
- Consistently developed iconic best sellers and established the fastest growing division - Women's Grand, with franchise families ØriginalGrand, Zerøgrand, Studiøgrand, Grandprø and Weekender.
- Managed and mentored a team of 4 designers, fostering growth and adaptability within a fast evolving environment.
- Worked closely with cross-category design leadership to create seasonal stories; defining themes, big product ideas and color/material flow across 6 months of deliveries for Footwear and Licensed Categories.
- Collaborated with Men's Design and Innovation Team to create new dual-gender proprietary technical platforms.
- Partnered with Executive Leadership and VP of Design to identify marketing opportunities, determine long-term franchise strategy and participate in multimedia projects.
- Presented concepts and collections to Executive Leadership, Global Marketing, Licensing Partners and Sales Teams.
- Aligned with Merchandising, Materials, and Product Development Teams during creation process to ensure decisions were timely, in-line with objectives and profitable.
- Day-to-day: sketching, techpacks, outsole blueprints, prototype corrections and color/material selection.
- Development trips to China and India as well as trade shows, market research and inspiration travel.
- 10 US Patents

COACH / NEW YORK, NY

Designer—Women's Sport-Casual Footwear / July 2009 – August 2012

- Designed and detailed footwear in the sport-casual category with focus on core franchises.
- Responsible for techpacks, proto corrections, hardware development, color/material selection, trend & market research, building seasonal inspiration boards, and communication with overseas manufacturers.
- Partnered with Handbag, SLG, and Apparel design teams on key seasonal details for a unified brand message.
- Worked closely with VP of Design, merchandising, product development, and technicians in China & Italy.
- Helped to onboard new designers and managed interns.

EDUCATION

PARSONS THE NEW SCHOOL OF DESIGN

New York, NY / BFA Communication Design & Technology / Class of 2008

Parsons Dean's & BFA Scholarships 2004 – 2008

LAKE ORION HIGH SCHOOL

Lake Orion, MI / Class of 2004

SKILLS & INTERESTS

- Proficient in Adobe Illustrator, Photoshop, InDesign, Excel, Google Suite, Looker, Airtable
- Sketching, blueprints, fit understanding, visual presentations, strong organization and communication skills
- Travel, food, yoga, hiking, tennis, non-fiction & memoirs, concerts, ping pong, and baking cakes