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Rhode Island School of Design, Providence, RI

BFA, Industrial Design

Related Coursework: Manufacturing Techniques, Material Properties, Marketing

CREATIVE

- ▲ UNIVERSAL DESIGN
- ▲ INNOVATION
- ▲ VISUAL STORYTELLING

TEAM

- ▲ COLLABORATIVE
- ▲ GOAL ORIENTED
- ▲ STRATEGIC THINKING

TECHNICAL

- ▲ ADOBE CS
- ▲ RHINO 3D / SOLIDWORKS / CLO3D
- ▲ PROCREATE

REI, Lead Designer. Seattle, WA. 2019 - Present: Leading a team of ten designers across apparel and accessories. Setting creative frameworks for category ideation and guiding design team to achieve sustainable and strategic goals against consumer-led needs within REI design language. Connecting the dots of design vision across gear and apparel from concept to GTM. Areas of influence: Technical Outerwear and Snow, Run and Fitness, Hike and Camp. Notable launches: *Outdoor Afro X REI*, *First Chair* Snow Collection, *Swiftland* Trail Running collection. Leading innovation initiatives and supporting charter work in collaboration with Strategy and Development Directors. Collaborative processes implemented: REI Advanced Concepts, CLO3D integration, FAAS Design Apprenticeship.

Puma North America, Team Head - Apparel Design, RCC. Boston, MA. 2017 - 2019: Leading a team of six multi-disciplinary designers for high-visibility partnership collection with Puma assets: Selena Gomez, Adriana Lima, Lewis Hamilton, Puma Hoops. Collaborating to drive a shared vision within Puma Brand language to answer specific capsule needs for the North American market: Responsible for 500+ styles per year for all tiers of business, driving %60+ of North American revenue. Key partners: Germany based global creative directors - Select, Sportstyle, Running and Training

New Balance, Designer. Boston, MA. 2010 - 2017: Men's and Women's: Running, Training, and Lifestyle apparel for all distribution channels. Influential projects: Observation of Olympic Track athletes during altitude mesocycle focusing on capturing how the psychological mindset during recovery influences physiological benefits during competition.

The adidas Group, Designer. Boston, MA. 2007 - 2010: Conceptualized and designed NFL/NHL Jerseys, equipment, and sideline apparel across all teams. Utilized user focused design and athlete testing to inform decisions and guide revisions. Projects included: Working with developers and lead designers to engineer a 3D knit uniform, with emphasis on apparel silhouettes functioning as part of a larger, integrated system.