



LAUREN@LAUREN-ARTHUR.COM

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A multi-faceted men's and women's apparel designer

Rhode Island School of Design, Providence, RI

BFA, Industrial Design, 2006

Related Coursework: Material Properties, Manufacturing Techniques, Marketing

CREATIVE

- ▲ VISUAL STORYTELLING
- ▲ INNOVATION
- ▲ PROTOTYPING
- ▲ INCLUSIVE DESIGN

TEAM

- ▲ COLLABORATIVE
- ▲ GOAL ORIENTED
- ▲ STRATEGIC THINKING
- ▲ HIGH ATTENTION TO DETAIL

TECHNICAL

- ▲ ADOBE CS
- ▲ RHINO 3D / SOLIDWORKS
- ▲ MS OFFICE
- ▲ PC PROFICIENT

Puma North America, Team Head - Apparel Design, RCC. Boston, MA. 2017 - Present:

Leading a team of six multi-disciplinary designers in creating high-visibility partnership collections with Puma assets: Selena Gomez, Adriana Lima, Lewis Hamilton, RocNation, etc. Collaborating directly with these clients to drive a shared vision. Answering 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.

New Balance, Designer. Boston, MA. 2010 - 2017: Designer for both Men's and Women's: Running, Training, and Lifestyle product for all distribution channels. Managed a complex design workload of up to 280 styles per year with a cross-functional team. Highlight: 121% sales growth over previous season with 15% increase in profit. Average yearly category-growth in the double digits. Projects included: Week long observation of Olympic Track athletes during altitude mesocycle where I focused on documenting how the psychological mindset during recovery relates to physiological benefits during competition.

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