

**Innovative and Strategic Design Director** with a record of creating unique, disruptive designs and establishing market trends that generate multi-million dollar growth for industry leaders and start-ups. Sought after and recruited to solve problems through innovative, performance infused design. Lead teams in international cultural immersion to develop unified products and brand identities that profitably target specific global markets.

## High Impact Results

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**Created brand ethos & product design for start-up eyewear company, Jannard Inc., with the founder of Oakley.** Targeted the millennial performance & lifestyle sunglass eyewear market through design and manufacturing innovation.

**Instrumental in growing Oakley into an attractive acquisition by collaborating, creating & defining the brand's (cultural) DNA.** Focused on building spirit of culture, aesthetics & functionality, which dominate the sport performance market. Translated the brand's DNA creating Oakley's footwear and accessories depts., and designed and developed a line of back packs, resulting in the longest continual production product in Oakley's history.

**Realigned brand product, increasing market share/earnings for Oakley's \$90M Accessories and \$80M Footwear depts.** Restructured and directed design for USA and Brazil design teams. Worked across departments to unify brand by infusing brand DNA, design stories, materials, colors, graphics and manufacturing techniques.

**Grew international sales, generating \$80M in Brazil Footwear with market specific designs.** Collaborated with PLM, key Brazilian stakeholders, Apparel and development to create product line stories, pricing strategies, design and color strategies and cohesive merchandising. Directed design teams and processes in USA and Brazil that reflected cultural demographic, market segmentation, brand DNA, and brand culture.

**Optimized spend by outsourcing design to handpicked external agency.** Enabled Oakley to use consulting funds rather than Capex funds. Created two new footwear categories, "Running" and "Training," essential to the growth of the brand and alignment of Eyewear, Apparel and Accessories. Refreshed existing categories.

**Revived struggling brands, increasing sales: Revo grew by \$22M and Arnette by \$17M.** Luxottica acquired Oakley for \$2.2B and wanted Revo and Arnette rebuilt and rebranded. Recruited to lead the redesign, rebuild and rebranding. Contributed in building ISD (Icon Sports Division), which included Ray Bay Sport and Fox brands.

**Secured brand dominance for Alpinestars with clear, cohesive brand vision and product DNA.** Instrumental in launching first USA design office including building footwear design team and creating product 3-D prototyping design shop. Expanded product line and brand identity in existing & new categories; created 11 new Footwear segmentations.

## Professional Experience

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**ROHRBACH DESIGN**, Trabuco Canyon, CA 12/2016 to present  
*Driving growth and profitability through innovative design.*

### Brand, Product & Innovation Consultant

**JANNARD, INC.**, Lake Forest, CA 2015 to 12/2016  
*Start-up eyewear company pioneered by Jim Jannard, Founder of Oakley Eyewear and RED Digital Cameras.*

### Design Director, Eyewear

- Led brand DNA creation including crafting/developing the visual & functional foundation of all eyewear products.
- Managed all design and development processes, focusing on bold, innovative design.
- Converged different functional and aesthetic concepts of sport performance, urban industrial and fashion to develop innovative brand with unique design, material combinations and manufacturing processes.

**OAKLEY, INC.**, Foothill Ranch, CA 2007 to 2015  
*A \$1.8B designer and manufacturer of performance sunglasses and accessories for sports and fashion enthusiasts.*

### Creative Design Director

Led all product design, growth and development of Oakley's \$234M footwear, accessories, watch and eyewear ISD (Icon Sports Division) departments, including Arnette, Revo, Ray Ban Sport and Fox brands.

- Recruited back to direct four design departments with 14 designers while managing \$2.5M budget.
  - Created brand product Ethos/DNAs; built/mentored teams in design branding, process & manufacturing techniques.
  - Drove product creation as it related to short and long term brand vision, innovation and product segmentation.
- **Eyewear**
- Collaborated with ISD's PLM on market research to cohesively reflect the progressive action sports industry while creating unique brand design language and positioning within Luxottica's portfolio for Revo and Arnette.
  - Worked with ISD's PLM and factory development teams to insure implementation of strategic planning, hitting key deliverable dates while adhering to assigned budgets each season.
  - Directed 3-D development of Fox product.
  - Received four eyewear design patents.
- **Footwear**
- Directed Global design teams in USA, Brazil and external design agency for all categories (Running, Training, Skate, Lifestyle, Sandals, Auto Racing, Basketball, Golf, Outdoor, Military and Collaborations).
  - Grew footwear into an \$80M business while reducing overall style count by cultivating and implementing a new design process that increased design productivity while reducing lead-time.
  - Awarded five footwear design patents.
- **Accessories**
- Directed and guided all design categories of men's and women's accessories, expanding into a \$90M business while reducing overall style count.
  - Mentored and taught brand ethos and design principles to creative and business teams.
  - Collaborated with apparel and footwear design, PLM and development teams to ensure product design and assortment was branded correctly, on budget and hit key deliverable dates for each season.
  - Received two accessories design patents.
- **Watches / Metal Works**
- Led and mentored design team to ensure brand DNA.
  - Partnered with category manager to craft unique product segmentation through materials and features.

**ALPINESTARS, INC.**, Torrance, CA 2002 to 2007  
*A \$170M manufacturer of high performance protective gear for motorcycle, auto racing, and action sports.*

#### **Global Footwear Design Manager**

Built and led performance footwear design team(s) in USA and Italy, as well as, established the design 3-D prototype department in the USA.

- Established and unified brand DNA design language in footwear and accessories through product storytelling and segmentation.
- Created 11 new performance boot segmentations expanding Alpinestars' dominance in the global racing footwear market and increasing sales.
- Directed all aspects of the design and development process insuring the success of product brand DNA, product development budgets and time line.

**OAKLEY, INC.**, Foothill Ranch, CA 1995 to 2002

#### **Senior Designer** 1995 to 2002

Crafted, created and defined Oakley's visual DNA and brand ethos in collaboration with the brand owner and key senior designers.

- Co-created the X-Metal eyewear collection, expressing the foundational design language, functionality and manufacturing for Oakley's performance and lifestyles eyewear.
- Expanded Oakley's product categories by creating the Footwear and Accessories design departments. Infusing brand DNA and brand ethos into all new categories.

**Earlier: Daewoo Motor Company**, Seoul, South Korea, Exterior Automotive Designer.

#### **Education**

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**Bachelor of Science**, (Honors), Transportation Design, Art Center College of Design, Pasadena, CA

**Design Instructor**, Art Center College of Design