



CUBBY GOLDEN

PROFESSIONAL SKILLS

Brand Development
Concept Development
Marketing
Oversee projects
Sketching
Adobe Creative Suit
Project management
Layout design
Time management
Market research
Photography

COMPUTER SKILLS

Adobe Creative Suite
Fusion 360
Mac OS X
Power Point
Sketch Book Pro
Word
Photo editing

CONTACT

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EDUCATION

California College of the Arts,
B.F.A. in Industrial Design
2007

WORK EXPERIENCE

LEAD DESIGNER-PERFORMANCE

Skechers | Nov 2018 - Present

As the Lead Designer of performance, I work on building out the creative direction for both running and golf. Conceptualize and create innovative footwear concepts for technical performance categories. Work with merchandising, development and marketing personnel to collaborate on projects to maximize effectiveness and build product to target cost. Collaborate with other designers, to identify seasonal market trends in yarns, stitch, construction details, and silhouettes.

INDUSTRIAL DESIGN LEAD

Super Heroic | Nov 2017 - Nov 2018

As the ID Lead, I work with the CEO at Super Heroic to craft and execute the product roadmap, CMF standards and multi-functional physical goods for current and future years. I work closely with external creative agencies, UX/UI research consultants, product development firms, experience designers and external service providers to bring the highest standards of execution, and innovation to our audience.

DESIGNER 2

New Balance (Baseball/Training) | Nov 2013 - Oct 2017

Conceptualize new footwear designs for baseball for the US and Japan. I would work closely with our pro players on SMUS (color, graphics, and themes) Other duties included building out the tone of the whole baseball line for future seasons.

DESIGNER 1

Nike, Inc (Innovation/Running/Football/Baseball) | Nov 2007 - May 2013

Conceptualize new footwear designs, provide market research and design trend analysis, prepare design review presentations, execute footwear design detailing and technical packages, design and specify trend relevant color and material options, refine and finish footwear designs through multiple prototyping processes.

EXPERIENCE

ADJUNCT PROFESSOR

Massachusetts College of Art and Design | Jun 2016 - May 2018

Students are introduced to the profession, key skills required, and the industrial design process. Students then bring these together to solve design challenges throughout the semester. In this role, I am responsible for curriculum and syllabus development and ensuring the course provides an easy transition into further coursework, the design profession, or a design-based degree.

ADJUNCT PROFESSOR

Pensole Footwear Design Academy | Jun 2011 - Present

PENSOLE students will experience our rigorous "learn by doing" curriculum. Our programs introduce students to all aspects of footwear design: concept development, sketching, constructions, materials, and storytelling. We also emphasize professional skills such as branding, interview techniques, networking, portfolio development, and verbal and visual presentation.