

# RACHAEL RENDELY

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Multi-disciplinary designer, skilled in product and textile design.  
Passionate about combining design and strategic thinking to  
create beautiful products.

## EDUCATION

Rhode Island School of Design | Providence, RI  
Bachelor of Fine Arts, (Furniture Design) 2009 - 2013

## EXPERIENCE

March 2017 - Current

### Reebok

#### Designer 1, Color and Materials

- Conducted trend and market research to derive insights relevant to the brand and product.
- Managed all color CAD's and led design of the seasonal color and material strategy for Running, Outdoor and Walking Footwear.
- Created moodboards and marketing material to highlight seasonal stories, which I presented to the Design Team, Marketing Team and internal Sales teams.
- Coordinated milestones and timelines to achieve deadlines for executing color and materials.
- Managed all final color confirmations for master samples. Communicated with the factory and engineers to fix any color inconsistencies during the sampling process.
- Worked onsite in the factory to develop new materials and improve existing ones.
- Led the development of a category specific material library, this reduced the total amount of materials used resulting in cost savings and increased efficiency.

2015 - March 2017

### Associate Surface Designer

- Working with the Color Team I helped create the color palette and quarterly stories for Running, Walking and Outdoor Footwear for over \$40 million in product.
- Managed all colorways and applied color to over 30 models each season for Running Footwear. Organized and updated the project information and technical CAD's.
- Designed and developed new materials and graphics each season. Communicated with vendors and factories to develop materials and finishes.
- Worked with Marketing and Sales to create a new color palette and special packs for retailers, which brought in over \$1 million in new sales.

Fall 2014

### Carnegie Fabrics

#### Design Intern

- Assisted in the development of new products that showcase Carnegie Fabrics.
- Designed marketing and branding material promoting their new line of fabrics, and assisted with photoshoots.

Summer 2012

### Forms + Surfaces

Spring 2013

#### Architectural Surfaces Design Intern

- Conceptualized, designed and developed a new line of Bonded Metal wall surfaces. The new line of surfaces were released at NeoCon 2013 to great reviews, and are now in production and being sold globally.
- Designed graphics for a new series of VividGlass wall panels, which are now in production.

## SKILLS

Excellent ability to balance demands from multiple teams, adhere to deadlines, and streamline workflow. Proficient in analyzing and predicting product, material and color trends.

**Software:** Proficient in creating technical CAD's for production, and visualizing palette through 2d illustrator drawings. Proficient in Adobe CS5 Suite (Photoshop, InDesign, Illustrator), MS Office (Powerpoint, Excel, Word). Working knowledge of Rhino, Keyshot and SketchUp.

**Languages:** Fluent in Spanish

## AWARDS

Fine Furnishings | Providence RI, 2012  
Honors | RISD, 2010