

Madeline Vaiden

ACCESSORY DESIGNER

LOS ANGELES, CA
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PERSONAL PROFILE

DESIGNER WITH NINE YEARS OF EXPERIENCE IN FOOTWEAR, HANDBAGS, AND SMALL LEATHER GOODS.

CONCEPTUALIZES BEST-SELLING SHAPES FOR TREND-LEADING BOUTIQUE LUXURY BRANDS.

FORMAL TRAINING AND PROFESSIONAL EXPERIENCE IN SHOEMAKING AND BAG MAKING INTEGRATES WITH PRECISE TECH PACKING AND NOVEL CREATIVE IDEATION TO BUILD PIECES THAT EXCITE CONSUMERS AND DELIVER STRONG RESULTS.

EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY 2010-2013:
FASHION DESIGN
WOODWORKING

DEAD & BURIED ATELIER:
SHOEMAKING APPRENTICESHIP

CORE SKILLS

HAND SKETCHING & CAD
TECH PACKS & BOM
CONCEPT & MOOD BOARD
TEAM LEADERSHIP
PRODUCT DEVELOPMENT
ADOBE SUITE
ILLUSTRATOR
PHOTOSHOP
INDESIGN
MICROSOFT OFFICE, INCL. EXCEL
GOOGLE WORKSPACE

EXPERIENCE

STAUD: DESIGN & DEVELOPMENT

2021 - 2022

- CONCEPTUALIZE, HAND SKETCH, CAD FOOTWEAR COLLECTIONS AT DIRECTION OF CREATIVE DIRECTOR AND BRAND FOUNDER
- LAUNCH AND REFINE NEW FOOTWEAR STYLES FROM PROTO STAGE TO FINAL FIT SAMPLE
- SURFACE DESIGN FOR HANDBAGS
- PRODUCT DEVELOPMENT FOR HANDBAGS, FOOTWEAR, AND SLG - COMMUNICATE DIRECTLY WITH FACTORIES AND VENDORS IN CHINA, INDIA, VIETNAM, INDONESIA, AND PORTUGAL

AMANU: DESIGN, DEVELOPMENT, TEAM MANAGEMENT

2018 - 2021

- DESIGNED AND CRAFTED SANDALS FOR WHOLESALE AND MADE-TO-MEASURE CLIENTS USING TRADITIONAL TECHNIQUES LEARNED FROM AN ITALIAN SANDAL MAKER
- HAND-MADE SAMPLES, DRAFTED & GRADED PATTERNS FOR PRODUCTION
- WORKED WITH FACTORIES AND AGENTS IN CHINA AND ITALY TO SOURCE SOLES, LEATHER, AND HARDWARE
- TRAINED AND MANAGED 20+ SANDAL MAKERS AT LOCATIONS IN US, MEXICO, AND SOUTH AFRICA. DEVELOPED ALL TRAINING MATERIALS FOR THE BRAND INCLUDING MANUALS, CURRICULUM, AND TESTING CRITERIA.

NEWBARK: DESIGN & DEVELOPMENT

2016 - 2017

- HAND SKETCHING & CAD
- TECH PACKS & BOM
- DEVELOPED NEW STYLES WITH LOS ANGELES FACTORY
- COLLABORATED ON SPECIAL PROJECTS WITH OTHER BRANDS INCLUDING THEORY AND SWAROVSKI

PARABELLUM: DESIGN, DEVELOPMENT, CREATIVE DIRECTION

2013 - 2016

- CONCEPT DESIGN, HAND SKETCH, AND CAD FOR BAGS, FOOTWEAR, AND SLG
- TECH PACKS & BOM
- WORKED CLOSELY WITH LOS ANGELES MANUFACTURER AT ALL SAMPLE STAGES
- WORKED WITH DESIGN & CREATIVE TEAMS FROM HEINEKEN, INCASE, GREATS, AND OLIVER PEOPLES ON COLLABORATIONS AND SPECIAL PROJECTS

FREELANCE: DESIGN, DEVELOPMENT, SAMPLE MAKING, CREATIVE DIRECTION

2017 - PRESENT

- DESIGN A WIDE RANGE OF ACCESSORIES RANGING FROM LUXURY SNEAKERS TO MODULAR LUGGAGE
- WORK WITH CLIENTS & THEIR MANUFACTURERS TO DEVELOP PRODUCTS
- TRAVEL IN-PERSON TO FACTORIES IN US & CHINA ON BEHALF OF CLIENTS
- WORK WITH FACTORIES AND AGENTS IN US, CHINA, VIETNAM, ITALY, PORTUGAL, MEXICO