

DAVID EDEN

FOOTWEAR DESIGNER | CMF DESIGNER | PRODUCT DESIGNER

www.davidedendesigns.com

daveywiththekicks@gmail.com

(303) 829-1477

Oceanside, CA

PROFESSIONAL SUMMARY

Footwear Designer with 10+ years of experience in footwear design, CMF (Color, Materials, Finishes), and product design across lifestyle and performance footwear. Proven ability to lead design strategy, develop innovative materials, and execute full product lifecycle from concept to production. Experienced in trend research, consumer insights, and cross-functional collaboration to deliver commercially successful footwear for global brands including REEF and ROXY.

CORE SKILLS

- Footwear Design (Upper & Outsole)
- CMF Design (Color, Materials, Finishes)
- Product Lifecycle Management
- Trend Research & Consumer Insights
- Material & Vendor Development
- Tech Packing & Blueprints
- Seasonal Color Direction
- Cross-Functional Collaboration
- Sample Review & Fit Evaluation

PROFESSIONAL EXPERIENCE

Footwear Designer - Colors, Graphics, and Materials (CMF)

REEF | Jan. 2023 - Apr. 2026 | Carlsbad, CA

- Led CMF design direction across multiple footwear categories including sandals and shoes.
- Developed seasonal color palettes, materials, and prints aligned with brand strategy and consumer insights.
- Created CMF design systems including mood boards, material boards, and tech packs.
- Collaborated with product, marketing, and development teams to align on product vision and seasonal direction.
- Conducted trend research and translated insights into commercially viable footwear concepts.
- Assisted in managing vendor communications and material development processes.
- Reviewed and approved product samples to ensure quality, color accuracy, and material execution.

Associate Footwear Designer - Colors, Graphics, and Materials (CMF)

REEF | Aug. 2020 - Jan. 2023 | Carlsbad, CA

- Assisted in the development of seasonal color palettes, materials, prints, and finishes for lifestyle footwear.
- Supported creation of CMF presentations, including mood boards, color standards, and material selections.
- Collaborated with cross-functional teams (Design, Development, Marketing) to support design execution and storytelling.
- Assisted in material sourcing, development, and vendor communication throughout the product lifecycle.
- Conducted trend research and translated insights into commercially viable footwear concepts.
- Supported sample reviews and maintained accuracy of color standards, materials, and finishes.

Associate Global Footwear Designer

ROXY | Aug. 2016 - May. 2020 | Huntington Beach, CA

- Designed footwear uppers, outsoles, and CMF concepts across multiple product lines.
- Developed seasonal trend boards, color stories, and material direction based on consumer and market research.
- Created CAD designs and detailed tech packs for production.
- Managed SMU (Special Make-Up) requests and customization projects for global markets.
- Partnered with cross-functional teams to deliver products from concept through production.
- Supported seasonal product line planning, product development, and sample reviews.

Associate Product Manager - Tees & Headwear

QUIKSILVER | Oct. 2015 - May. 2016 | Huntington Beach, CA

- Managed graphic design execution and tech packs for tees and headwear categories.
- Developed seasonal color stories and visual merchandising direction.
- Maintained product assortments, sample tracking, and vendor communication.

Founder & Creative Director - Westee Golf Co.

WESTEE | Dec. 2023 - Present | Oceanside, CA / Denver, CO

- Founded and developed a golf lifestyle brand, leading end-to-end brand strategy, visual identity, and product design.
- Designed and executed brand identity systems, including logos, typography, color palettes, and brand guidelines.
- Led packaging design from concept to production, ensuring alignment with brand positioning and customer experience.
- Designed and developed apparel and accessories balancing aesthetics, functionality, and market trends.
- Managed cross-functional collaboration with manufacturers and vendors to bring products from concept to market.
- Conducted market research and competitive analysis to inform product direction and brand positioning.

TOOLS & SOFTWARE

Adobe Creative Suite (Illustrator, Photoshop, InDesign) | Rhino 3D | KeyShot | Microsoft Office | Lucid Chart | Claude

EDUCATION

Bachelor of Arts in Art & Design

University of Northern Colorado

Minor: Business Administration (Entrepreneurship)

Minor: Coaching

ADDITIONAL EXPERIENCE

University of Northern Colorado Football | 2009 - 2014

Northern Colorado U16 Soccer Coach | 2014

REFERENCES

Available upon request.