

Gregory J. Coyne

Summary

Creative footwear industry veteran who can lead, manage and mentor staff and projects. Able to facilitate design resources and core brand/DNA values, construct product lines and ideate performance-enhancing technologies - all of which generate positive financial results through compelling consumer experiences.

Experience

Senior Lead Footwear Designer, Rocky Brands/Honeywell (group acquired) (March 2013-Present)

Provide product design direction for 8 footwear brands through the use of end-user customer-focused research and Voice of Consumer (VOC) feedback. Finalize concepts in conjunction with global material, print, pattern, color and fashion trends. Coproduce with brand marketing on specific end-user technologies, design and storytelling. Travel to global factory base for new product creation (NPI), QA/QC, PPT's and preliminary vetting of manufacturing sourcing opportunities. Attend tradeshow for account and consumer immersions. Collaborate with senior management on brand-specific innovation, seasonal brand directions and design, design DNA guidelines and storytelling. Execute market segment color/graphics/material/trim details and rollout of brand marketing strategies customized to product story lines. Conduct competitive analysis and market research which is brand-relevant and end-user directed. Champion the use of sustainable global material vendors and construction processes.

Technical design leader of the internal and contract design teams in the ideation and implementation of:

- Brand-specific and final end-user technologies
- Sustainable materials, constructions and storytelling
- ASTM, CSA and EN ISO safety certifications
- Seasonal color, print, pattern and material trends and mood boards
- Branded product lines, two seasons per year
- Logo/Design DNA stories
- Customer Experience (UX)

Achievements

- 29/718,302 Patent for Xtratuf SRC slip-resistant outsole
- Design Patent for Muck Outscape, a waterproof performance gardening shoe
- Six Sigma Core Green Belt
- Hasbro collaborative that merched kids Muck Boots with My Little Pony and Transformers franchises
- Occupational Health & Safety Magazine (OH&S), 2015 New Product of the Year Award, Oliver Hikers



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Owner/Operator, Coyne Creative (October 2010-March 2013)

Led a design/development consulting business for footwear manufacturers and design firms. Created multi-tiered and gendered ranges for the casual silhouettes market and constructed performance-based product for global athletes, running styles for the Asian running market and one-off products for sneaker start-ups. Programs included men's and women's casual and work boots, athletic silhouettes, surf wear, ladies' fashion casual shoes, juniors and kids boots, sneakers and sandals. Also provided graphic design, ideation and UI studies for electric car dashboards and consoles and form studies for conceptual hybrid-powered transportation vehicles and power tools.

Achievements

- Design and development of Valentina Shoes (footwear startup) initial product launch
- Vehicle collaboration with Pope Design on Curtis Instruments mobility studies
- Winner of Mesh01 Inc. online design competition for Dawgs Golf Sandal concept

Senior Designer, Converse (Nike Inc.) (February 2003-October 2010)

Supervised domestic & international custom footwear group and Converse One online brand democracy platform. Served as primary design client interface for domestic & international special make-up (SMU) accounts, led internal design teams, and provided design and design management of SMU, inline and online product direction.

Achievements

- Dwyane Wade (Miami Heat) signature rookie shoe, Converse AS2004
- Helped grow Converse One FY09 units up 58% over FY08 and increased sales by 57%
- SMU gross margin averaging 46% FY09 inclusive of high account discount structure

Adjunct Professor, Wentworth Institute of Technology (June 2009-September 2010)

Instructed 2nd semester seniors in a comprehensive footwear design studio utilizing advanced constructions & technical materials & methods. Advised 3rd semester seniors during independent study & thesis project direction and curriculum guidelines.

Senior Designer, Reebok International Ltd (March 1997-February 2003)

Responsible for in-line product creation from conceptualization sketches to final samples. Technical design leader in multiple categories, including women's fitness & studio, walking, track & field, running, x-training.

Achievements

- Stacy Dragila (Gold Medalist, 2000 Olympics, US Pole Vault) signature track spike, Reebok Millennium Spike
- “The greatest running shoe in the history of the world!” global ad campaign for Reebok Icon DMX-10
- USD418669 patent for footwear upper for Reebok Icon DMX-10
- Patrick Rafter (ATP World #1 Singles) signature clay court shoe, Reebok Rapid Fire
- 1st million pair shoe, Reebok Walk Millennium
- 2nd million pair shoe, Reebok Walk Millennium II

Product Designer, Puma AG (May 1994-March 1997)

Accountable for the research, design, development, and presentation of multiple sports products and advanced technology ideation. Design engineer for footwear, apparel, graphics and sports accessories.

Achievements

- Kien “Donger” Lieu (skateboard, surfing) signature skate shoe, Puma 50 Special
- Lothar Matthaeus (German footballer) signature cleat, Puma King

Freelance Designer, Advanced Design Concepts (ADC) (June 1992-May 1994)

Responsible for all phases of footwear design and advanced concept research for clients such as Teva, New Balance, Diadora, Footjoy, Asolo, Pony and Vasque.

Education

B.S. Industrial Design, University Of Bridgeport, CT (May 1992)

Achievements

- GE Engineering Plastics Competition-Bronze IDEA Award for Senior thesis project
- Collaboration with PUMA AG on Disc System Football Cleat

Volunteer Work

Board of Directors, Director (PR), Natick Parent Music Association (September 2019-Present)

Natick PMA is a 501(c)(3) group of parents/guardians that support and celebrate student musicians in grades K-12 in all 8 schools of the Natick, MA Public School system. Responsible for the branding and centralization of style on playbills, website, social media and all public communications.

Graphic Designer, Metrowest Symphony Orchestra (September 2015-Present)

Metrowest Symphony Orchestra (MSO) is a 501(c)(3) community orchestra based in Natick, MA. Responsible for creating concert posters, playbills and volunteering during performances.