

**Joseph Napurano**  
*Curriculum Vitale*

**Rhode Island School of Design - Bachelor of Fine Arts ID Dept. 1984-1988**

**Rhode Island School of Design - Adjunct Professor - (fall 2013, spring 2014, spring 2015)**

*Industrial Design Studio, Design Principles I and Design Principles II - teaching a required studio within RISD's ID department.*

\* Responsible for preparing and teaching programs within RISD's design curriculum.

*2007 Rendering Workshop ID – Visiting Instructor*

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**Wentworth Institute of Technology - Adjunct Professor - (spring 2012, summer 2012, fall 2012, spring 2013, summer 2014)**

*Industrial Design Senior Studio, Footwear Design - created and taught a footwear design studio within the WIT ID department.*

\* Continuing WIT mentorship program for previous students and several Thesis projects.

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**Akilez Design Consultants 1998 to present – www.akilez.com**

*PRINCIPAL*

For the past 16 years - Managing an independent consultancy working with a diverse client base coast to coast and overseas. From time to time working with additional resources on team / larger projects. Programs include men's and women's dress shoes, men's and women's athletic shoes, corporate ID / branding, children's product, luggage, accessories, technical schematics and computer generated presentation renderings. Also holds a utility patent for fastener US Pat. No 7,155,782 and pat pend for field sport cleats.

*Major work includes:*

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**Sperry Top Sider. - Wolverine World Wide Inc. - (client since 2005)**

*Design Consultant - working directly with the MA based design group. Fully Integrated into seasonal development from trends to Briefs, concepts, sketching, presentations, materials and colors, specs, and overseas development follow-up and travel.*

\* Responsible for designing programs in men's and women's styles.

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**Will Rich Shoes. - Taryn Rose, Max Studio, Adrienne Vittadini and other brands - (client since 2009)**

*Design Consultant - working directly with the MA based design group. Fully Integrated into product design and development.*

\* Responsible for designing programs in women's fashion and lifestyle footwear. Primary Designer for current Taryn Rose line.

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**Airwair International Ltd. a.k.a. Dr. Martens - (2004 - 2006)**

*Design Consultant - working directly with the London based design group.*

\* Responsible for designing programs in rugged casual men's and women's styles.

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**9 West - brands (previously licensed/owned by Maxwell Shoe) - (client for 7 years)**

*Design Consultant - working directly with the President of the divisions. Since the 9 West takeover my role is slightly different.*

Responsible for upper designs, last shape designs, heel designs, construction concepts, hardware, packaging and promo posters.

**Circa Joan & David** – Designed the initial product launch of 2003 – 2006 (approx. 40 mil annual sales)

**Anne Klein II** – Designed for the product line re-launch up to the 2006 program (approx. 70 mil annual sales)

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**Safety 1st 2003 – (client for 2 years)**

*Design Consultant - working with different divisions at Dorel Juvenile Group on multiple projects*

\* Responsible for stroller interior designs, car seat interior designs, material / color suggestions and presentation renderings.

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**Reebok International Ltd - (client throughout 2003- 2004, and again 2005 - 2006)**

*Acting Director of Design for the Custom Footwear Division - on a consultant basis (fastest growing programs at Reebok)*

\* Responsible for designing programs for Kohls (the current Reebok Rebound collection as seen on the Kohls.com). Sears (the current 3D Ultralite collection) and other major retailers / programs covering all categories.

\* Created Classic "Rimz" Concept name and product at retail in July 2004 (an unsolicited project taken by Classics)

\* Tested and proved **Freeform** 3D CAD for rapid proto system with real world results of the Mojo and Kobo sport sandals.

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**Partial Client list: Aravon, Safety 1<sup>st</sup>, Tumi, New Balance, Timberland, Fila, K-Swiss, Deckers/Teva/Simple, Puma, Rockport, Vasyli, Sheri Poe Footwear, Ecco USA, Merrell, LightWedge etc.**

**Reebok International Ltd 1994 - 1998**

*Senior Designer, Footwear Design Department (worked in CFD, Classics, Tennis and Special projects over the years)*

Worked within the existing processes of Reebok to innovate, patent, amortize and expedite product.

\* Designed product and managed 6 staff members for the Footwear Division in several categories.

\* Met with specific accounts (domestic and international) to develop their own footwear programs.

\* Managed the Reebok Visualization System - digital photography- (a.k.a. RVS) and the system technicians.

\* Designed initial concepts that lead to Reebok's first "Zerun" watches.

\* Designed the "Cybernet", Reebok's technical Future-vision basketball shoe, (displayed in Atlanta and Singapore).

\* Classic projects included designs for Fitness, CVO's, Running, Athletic Casual, Walking and logo treatments.

\* Overseas development trips to mainland China, Thailand, Indonesia, Korea and Hong Kong.

\* Designed the hero product for Basketball, Tennis and Cross Training. eg. Shawn **Kemp's** "Aftershok", and the "**Shaq Omega**".

\* Designed the high-visibility Olympic apparel for Atlanta 1996, the "**Spinvector**". It was also used for RBKs' track and field stars.

\* Initiated and implemented a design department CAD system program in '96. (no design systems or plan had been in place)

\* Played a key role in outside projects, brainstorm sessions and off site trips to Hollywood, Hong Kong, London, Washington DC

**Ryka Inc. 1991 - 1994**

### *Director of Design and Product Development*

Established and developed a permanent design role within Ryka. Created projects and parameters to propel the brand.

- \* Ryka grew in two years from 8 to 16+ million dollars in sales.
- \* Designed product for Aerobic/Step (Ultralite), Walking, Walk-Run, Running, Cross/Run-Train, CVO's, and Hiking.
- \* Developed/produced category research, product concepts, technologies (several patents pending), material specs, - color pallets, print textile design, outsole/midsole engineering specs, as well as feature & benefit technical sheets.
- \* Coordinated, designed and produced product catalogs, annual reports, Ryka Training Body mailers, the national print ad campaign
- \* Designed initial graphic identity/collateral for the Ryka ROSE Foundation (independent non-profit for violence prevention).
- \* Created, coordinated and directed Ryka's only TV commercial.

### **Hyde Athletic Industries Inc (a.k.a. Saucony). 1989 - 1991**

*Designer/Art Director, product design and marketing liaison*

Established and developed an Art Director role within Hyde. Created projects and parameters to propel the brand.

- \* Designed and developed the Saucony make up line of athletic footwear.
- \* Design programs included shoes for running, walking, aerobic, cross training and hiking.
- \* Designed and developed Spot-Bilt baseball, football, coaching, soccer and multi-purpose cleated shoes.
- \* Worked with licensed programs for Disney, Mattel, Marvel, Playskool and others.
- \* Support work included engineering drawings, associated collateral and packaging.

### **ADDITIONAL EDUCATIONAL TRAINING**

Sensible, Freeform training – Burlington MA, 3D rapid design program  
Alias, 3D modeling training - Continuing Education Program  
Matra Datavision, Detroit MI Strim Certificate program, 3D engineering  
Broadcast Designers of New England, Viewpoint, Needham MA Quantel Paintbox course

### **AWARDS and MENTORING**

- \*Reebok Product Excellence Award (for Price/Value product)
- \*Reebok Incentive Award 1996 (for Olympic apparel and corporate logo design)
- \*First place Superb Gallery of Printing (two times)
- \*Juded and mentored for the Reebok Design'O'vation contest and internship.
- \*Guest panelist MIT Graduate course "Product Design and Development"
- \*Guest panelist Babson / Olin College / RISD Undergrad course "Product Design and Development"