

Erin Lavigne

FOOTWEAR DESIGN DIRECTOR • NEW YORK

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Teemworks

Co-Founder

MARCH 2025 TO PRESENT

teemworksfootwear.com

- Co-founded an A to Z footwear agency that takes products from design through production for established brands and independent entrepreneurs
- Leading design, development, sourcing and product strategy for every client engagement
- Creating footwear concepts, renderings and technical development packages
- Advising founders on bringing products from initial concept through development readiness
- Developing educational content focused on footwear design, development and industry insights

rag & bone

Design Director, Men's & Women's

AUGUST 2024 TO MARCH 2025

- Managed all aspects of footwear design from concept to market sample stage, overseeing and executing all sketches, CADs, tech packs and material specs
- Worked with the VP and creative leads to establish seasonal direction reflective of our brand DNA
- Drove continuous market research to evolve product offerings
- Created inspiration boards to convey design storytelling within the assortment
- Collaborated with Merchandising on building a balanced assortment of both foundational and fashion styles
- Led and mentored the design team; supported them with daily workload and inspired a creative mindset
- Partnered with Technical Design during each stage of the development process with a strong emphasis on fit and comfort
- Partnered tightly with the rag & bone design teams across RTW, Denim and Accessories to refine seasonal details, ensuring the footwear collection is aligned
- Presented collections to commercial teams, with the ability to listen to feedback and share goals of improving product
- Responsible for upholding design integrity with high quality execution throughout the entire process
- Partnered with Product Development on material sourcing direction, meeting calendar deadlines and margin expectations
- Analyzed selling reports to be integrated into the design process
- Traveled overseas to factories to review prototype and SMS developments as needed

Kelsi Dagger Brooklyn

Design Director

AUGUST 2015 TO AUGUST 2024

- Led the development of a comprehensive brand guide for the rebranding launch of Kelsi Dagger Brooklyn
- Orchestrated the entire seasonal development process, including ideation, product development and final sample production
- Skillfully conducted seasonal presentations via various platforms, including web, Zoom meetings and in-person sessions
- Created compelling footwear design artwork for engaging social media campaigns, elevating brand visibility and appeal
- Traveled domestically and internationally for market research, innovation exploration, competitive product analysis and pricing strategies
- Collaborated closely with the President and Vice President to diversify the business into new categories and explore innovative avenues for consumer engagement
- Managed and executed design packages, tech packs and material development
- Established seasonal color palettes and oversaw the precise execution of color and material development
- Partnered effectively with Marketing, Sales and Production to ensure the fulfillment of all seasonal product requirements
- Provided continuous communication and support to partnering teams, vendors and manufacturing facilities in Asia and Brazil
- Set and achieved target pricing goals in collaboration with overseas factories, optimizing cost-effectiveness

Kelsi Dagger Brooklyn

CONTINUED

- Designed seasonal calendars and meticulously upheld deadlines to ensure smooth progression
- Oversaw prototype reviews and fittings, ensuring product precision from development to production
- Conducted technical product fittings on self and foot models, consistently implementing corrections for production
- Traveled to China and Brazil for hands-on product development processes
- Assisted in product photography and took charge of social media management to bolster the brand's online presence
- Provided style and art direction for seasonal photo shoots, ensuring a consistent and visually appealing brand image
- Offered valuable input for copy and marketing direction on new seasonal product
- Fostered a collaborative and growth-oriented team atmosphere, implementing and monitoring developmental goals and success strategies

BCBGeneration

Senior Designer

SEPTEMBER 2014 TO AUGUST 2015

- Managed a three person team through design process and product development
- Developed seasonal materials and color palette
- Designed and detailed collections based on market trends and brand DNA
- Technically corrected all patterns, constructions and hardware
- Traveled overseas for line development and to the West Coast for client presentations

Banana Republic

Footwear Designer

JANUARY 2013 TO SEPTEMBER 2014

- Designed, developed and executed seasonal collections
- Created and enforced seasonal calendar
- Managed team in daily activities
- Developed seasonal materials and color palette
- Traveled overseas for line development
- Attended client meetings and traveled to the West Coast for major presentations
- Oversaw confirmation samples for production
- Worked on collaboration with Marimekko

DKNY
International

Footwear Designer

NOVEMBER 2009 TO JANUARY 2013

- Provided seasonal inspiration for DKNY and DKNY Active
- Sketched and finalized designs incorporating market research, price sensitive guidelines and merchandising requirements
- Developed new and exciting constructions, created tech packs and revised blueprints
- Worked on collaborations including Opening Ceremony and Bensimon
- Created color up presentations and finalized SKUs with the merchandising team
- Traveled overseas for product development
- Designed promotional books used by the sales team

College for Creative
Studies

B.F.A., Industrial Design

2004 TO 2008

Graduated among the top of the class as one of two women in the cohort, after shifting focus from automotive to industrial design.