

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

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.

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:

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.

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.

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.

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)

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.

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.

Partial Client list: Aravon, Safety 1st, 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"