

RICARDO VESTUTI

PROFESSIONAL EXPERIENCE

REEBOK 1991 – 1995, 1999 – 2023

PRINCIPAL DESIGNER ADVANCED CONCEPTS GROUP

Led the creation of new technologies and processes for footwear.

REEBOK IDEATION GROUP

Generated independent concepts with a group of the most senior Footwear group in the company.

PERFORMANCE DESIGN DIRECTOR

Directed the performance design team, including running, basketball, training footwear.

SENIOR FOOTWEAR DESIGNER

Responsible for Running and Training Footwear.

FOOTWEAR DESIGNER 1

Responsible for Training and Cleated footwear, as well as Basketball.

NIKE 1995 – 1997

SENIOR FOOTWEAR DESIGNER

Responsible for Training and Cleated Footwear, as well as brainstorming on new business opportunities.
Generated robust growth in the cross-training category.

HASBRO/ Playskool toys 1986 – 1991

TOY DESIGNER

Generated toy concepts in new consumer categories, as well as legacy product updates.

SAUCONY/ SPOTBILT 1984 – 1986

FOOTWEAR DESIGNER 1

Responsible for all categories of Footwear, from Running, Tennis, Cleated, to fitness.
Involved with all aspects of product, start to finish.

ACHIEVEMENTS / PUBLICATIONS

KICK style magazine / Reebok Footwear overview, Japan 2001

Borås Tidning Newspaper / Design MasterClass Footwear, Sweden 2018

EL Pais Newspaper - interview conducted in Spanish, Barcelona 2000

BBC Radio / Interview footwear Project with Coventry University 2003

LaGrange Art Museum / Group show Metalsmith Craft, Georgia 1983

PlayGround - the Design of Sneakers, Musée des Arts Décoratifs et du Design Bordeaux, France 2020

Rise of the Sneaker Culture/ Pod cast interview parts 1+2, Brooklyn Museum, NY 2015

Bloomberg Technology / YouTube How Reebok's 3D Technology is Breaking the Mold/5.2018

Singularity Hub Univ/YouTube / Liquid Factory /Bill McInnis Exponential Manufacturing/6.2017

The History of the Reebok Kamikaze / Complex Australia online magazine/ Oct 2020

SCHOLASTIC INVOLVEMENT

Rhode Island School of Design 2020 - Graduate Thesis Advisor to Industrial Design Candidate
Rhode Island school of Design 2008-2023- various presentations, advising, teaching continuing ed
University of Coventry UK 2003 – presented, lectured and critiqued footwear studio ID dept.
Massachusetts College of Art 2005, 2015-2022 - various presentations/critiques/projects ID dept.
Nordic Textilakademin Textile Center, Sweden 2010-2022 - multiple lectures and workshops

AWARDS

Wallpaper magazine / ZIG Design Award – UK 2009

EDUCATION

Rhode Island School of Design, BFA / graduated with honors

PATENTS :

FOOTWEAR / methods of making and technical components

Patent numbers: 11019879, D915044, D917856, D919265, 10952497, D897645, D906655, D914341, D915040, 10568387, 10485302, D858964, D859799, D867730, D849376, 10016017, 9955750, D807621, D807623, 9826796, D779179, D802898, 9462846, 9433256, 9392843, D762365, D776411, 9144264, D734601, D745256, D747596, 8713817, D711636, D719331, D730638, 8621767, D691787, D693550, D693551, D697293, D697704, 8424221, D674581, D674997, D677040, D682518, 8307569, D659363, D659959, D659964, D659965, D662699, D668029, D669254, **Reebok** D378628, D387891, D388364, D406690, **Nike**

Lacrosse stick and head

Patent number: 8852035, 2014 Reebok International Limited

Patent number: D692075, 2013 Reebok International Limited

Patent number: 8267813, 2012 Reebok International Limited

Patent number: D671999, 2012 Reebok International Limited

Performance apparel

Patent number: 8656515, 2014 Reebok International Limited