PAUL BODILL FOOTWEAR DESIGN & DIRECTION

CV

- Creative Direction and Product Concepts.
- Brand focussed Storytelling and extensive experience with Archive product.
- Versatile Footwear Designer with excellent attention to detail & technical ability.
- Extensive International experience
- Designing customer focussed products for Heritage, Luxury, Streetwear & Sport Markets.

EMPLOYMENT

Consultant Designer – January 2016 - present
Clients include: Levi's, Dr Marten's, Christopher Kane, Ellesse, Lyle & Scott, Avery Dennison, Les Animaux

Design Manager Lacoste L!VE & Trend - August 2014 – December 2015
Lacoste Chaussures / London, UK

Senior Footwear Designer Sportswear - December 2013 – August 2014
Lacoste Chaussures / London, UK

Graphic, Colour & Material Designer - December 2012 – December 2013 (contract)
Tommy Hilfiger (PVH) / Amsterdam, Netherlands

Graphic Designer Fundamentals/Running - March 2010 – November 2012
PUMA SE / Herzogenaurach, Germany

Creative Artworker & Photographer - November 2009 – March 2010 (contract)
Crooked Tongues - ASOS.com / London, UK

Graphic Designer / Product Designer - October 2008 – November 2009
Plus Brands Ltd - Atticus & Lowlife / London, UK

Graphic Designer - September 2007 – September 2008
Lowlife Corporation & Atticus Clothing / London, UK

EDUCATION

Southampton University / September 2000 – June 2003
BA (Hons) Fine Art - 2:1

Kingston University / September 1999 – June 2000
BTEC Diploma - Merit Foundation Studies in Art & Design + Course Leader

George Abbot School Sixth Form Guildford / September 1997 – June 1999
A-Levels - Fine Art, Geography / GCSE – Design/Photography (A*)

The Royal Grammar School Guildford / September 1993 – June 1997
GCSEs x10 (A – C) including Maths & English

TECHNICAL SKILLS

- Adobe Creative Suite 24 years / Learning Substance 3D, Gravity Sketch & MidJourney (Ai)
- Moulds, Tooling & Blueprints for rubber, plastics, hardware, trims
- Colour & Material specialist / extensive Leather experience / Pattern & Textile design / Performance fabrics
- Print applications, Yarn dyes, Wovens & Repeat/Allover artworks
- Graphic Design - Branding, Typography, Illustration, CAD & Rendering