

Curriculum Vitæ

31 Brock Avenue, Studio 106
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www.directivecollective.com
www.firstpullover.com

Richard Kuchinsky Directive Creator

It's easy to think a creative project is all about meeting design, time, budget and market needs. But there's more. All projects play an important role in the strategic direction of a brand, company or product. Not just creative design. Not just giving "creative direction" for others to do the work, but being creatively involved in all aspects of the product to focus the direction of the brand. This is Directive Creation.

SKILLS

BRAND BUILDING AND CREATIVE DIRECTION

Focused on creating effective integrated brand and product synergies through branding development and positioning, product design DNA creation and applied multi-disciplinary planning.

DESIGN MANAGEMENT

Team management focused on encouraging task based performance, strategic exploration and personal creative development. Effective leadership and mentorship with the ability to build teams, coach staff, and direct many projects simultaneously.

FOOTWEAR DESIGN AND DEVELOPMENT

Creative product development from product line and brand building to design brief to sketch to sample. Outstanding quick concept sketching ability and 3D thinking, with the skill to explore many exciting possibilities. Technical detailing and full product specification. Direct experience creating innovative products across a wide variety of categories including performance and lifestyle footwear. Complete development capability including technical, material and manufacturing knowledge, footwear pattern review and sourcing. Extensive experience in Asia with footwear development and production practices.

THE DIRECTIVE COLLECTIVE

Principal/Directive Creator

Jan 2007 – Present

Founder and Creative lead of a progressive new design consultancy, providing strategic solutions from concept to production and implementation. The Directive Collective is focused on footwear and lifestyle product with integrated brand design and realization. Services offered include brand positioning and development, footwear design from concept to specifications, graphics & packaging design, technical development in Asia, POS and marketing.

— www.directivecollective.com

CARLETON UNIVERSITY, SCHOOL OF INDUSTRIAL DESIGN

Sessional Lecturer, Footwear Design for Industrial Designers (0.5 Credit 4th year Course)

Fall Term 2009, Fall Term 2011 — 2 hour Lecture, 4 hour Studio per week (11 week Course)

Course development, lecturer and studio projects mentor. This course has been designed to provide students with exposure to the technical and creative skills required for athletic footwear design. The course is structured into detailed lectures, short phases and deliverables that follow the process from sketch to spec through 3 applied short projects.

— www.id.carleton.ca, www.ides4301.blogspot.com

CEDIM (Centro de Estudios Superiores de Diseño de Monterrey)

Visiting Professor, Innovation I

November/December 2009 (Two Week Course)

Learning is the process of creating, acquiring, and transmitting an idea or concept, in order to modify the behavior to adopt that idea or concept. Therefore, new ideas are essential for the learning process. Course content will focus on innovation methods, related methods of innovation and the processes and methods of creating new ideas.

— www.cedim.com.mx, www.cedim-innovation.blogspot.com

CORE77

Moderator, Mentor and Contributor

September 2007 to Present

Moderator for Footwear, Design Employment, Projects and Portfolio forums. Redesigned forum UI.

— www.core77.com

FIRST PULLOVER

Founder

July 2005 – Present

Footwear Design/Development blog, offering a unique industry perspective covering methods and processes of footwear design from concept to production. Featured on TrendHunter, Core77, Luxist, Business Week Design, Josh Spear Coolhunting.

— www.firstpullover.com

RECENT ACTIVITY



A Member of
Richard Kuchinsky
Directive Creator Group



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PREVIOUS EXPERIENCE

DX / DESIGNERS IN THE CLASSROOM

Design Educator
Fall Term 2008

Guest Design Educator, organizing and leading a Gr. 5 project to bring design theory and practice to the classroom through a 10 week program (4 hours per week) organized by the Design Exchange (DX), in an effort to raise awareness of how design touches our lives everyday. Footwear focused project allowed students to explore the complete design process from target market development to concept design and prototype making.

— www.dx.org

HUMMEL INTERNATIONAL A/S

Footwear Director

May 2004 – February 2007

Directed all creative and strategic activities to coordinate development and production of performance teamsport (football/indoor) and lifestyle footwear products. Responsible for all product lines and business unit P&L including design, development, sourcing, production and costing. Established hummel footwear DNA and product best practices, reporting directly to CEO. Lead category designer for all categories, and direct manager for all footwear design and development staff. Responsible for all department resources, budgets and schedules in liaison with marketing and sales departments to meet sales and time targets, create and plan new product launches and develop support materials. Approx. 160 days/year experience in Asia.

— www.hummel.dk

POWER ATHLETICS LIMITED

Product Line Manager (Athletic Sport/Sport Lifestyle), Senior Designer

August 2001 – March 2004

Creative Direction, design and development of an International product line of athletic footwear, reporting directly to VP/GM. Design responsibilities included trend/color forecasting, footwear design, graphic/packaging design, and development trips to Asia. Management responsibilities included line building, project management, writing design briefs, supervision of design/development team, recruitment and hiring, and liaison with key accounts. Responsible for 2 collections per year, approx. 600 SKUs annually. Approx. 200 days/year experience in Asia.

— www.powerfootwear.com

DESIGN WORKSHOP

Freelance Industrial Designer

August 2000 – April 2001

Contributed to projects developing a wide range of concept design directions, technical/functional solutions for client presentation.

Industrial Designer

May 1999 – August 2000

Designed and developed a wide range of projects from concept to CAD geometry including client/supplier liaison and coordination. Projects included packaging, kiosk, consumer electronics, high- tech optical equipment, graphic and web design.

— www.ducanada.com

EDUCATION

CARLETON UNIVERSITY, SCHOOL OF INDUSTRIAL DESIGN

B.I.D. (Bachelor of Industrial Design) Co-op, Hon.

1996 – 2001

Dean's Honor List student 1996 – 1999

GPA: 10.6/12 (A)

AWARDS

2014 Competitor Magazine, Buyer's Pick, SKORA FIT

2014 Shape Magazine, Shoe Awards Winner, SKORA FIT

2013 Gear Junkie OR Show Best in Show, SKORA Phase-X

2013 ISPO BrandNew Finalist, SKORA SS13 Collection

2011 FPO (For Print Only) Award Winner, Letterpress

2007 Volvo SportsDesign AWARD Nominee, Personal Design, at ISPO, for hummel 8.4 PIO FGX

2005 Nominee for Footwear Collection of the Year, Global Sportstyle Award, ISPO 05

2005 Nominee for Designer of the Year, Global Sportstyle Awards, ISPO 05

2001 LG Electronics Design Competition, Honorable Mention, connecTOUCH

2001 Life By Design Competition sponsored by Dupont Canada, Finalist, THIN Kettle

2001 Carleton University Medal in Industrial Design

2001 Carleton University School of Industrial Design, Professor's Award for "Outstanding Skill and Knowledge in Design"

1996 Carleton University Gerhard Herzberg Entrance Scholarship for academic achievement

1997-1999 Carleton University George Fierheller Scholarship

INTERESTS

Running, Marathon training. Vintage automobiles, graphic design & typography, mid-century modern design, cooking.

**Richard
Kuchinsky
Directive Creator**