

# WILLEM VAN DER WENDE

FOOTWEAR DESIGNER

## EDUCATION

### Sports Product Design, University of Oregon

*Master of Science*

Projected Graduation - June 2021 | Portland, OR

### Digital Media Production, Slippery Rock University

*Bachelor of Science in Communication*

*Minor in Graphic Design*

*Minor in French (Professional)*

2015 - 2019 | Slippery Rock, PA

## EXPERIENCE

### SPEEDHACK X UO, University of Oregon

- Redesigned a footwear icon through storytelling and performance enhancement
- Iterated various designs and prototyped various upper executions
- Presented final prototype to industry professionals

January 2021 - April 2021 | Portland, OR

### Universal Design for Healthy Aging, University of Oregon

- Presented potential design briefs which covered mobility, metrics, and memory
- Generated partnerships with industry leaders to inform design processes
- Developed a mobility product through research, ideation, feedback, and critique

January 2020 - March 2020 | Eugene, OR

### University Creator Lab Participant, adidas

- Selected for innovative idea based off of adidas Creator Lab prompt
- Attended the University Creator Lab at the adidas Maker Lab space
- Worked with students to develop and present a final footwear product

November 8, 2019 | Portland, OR

### Director of Media Relations, University Program Board

- Directed weekly committee meetings while overseeing 20 media students
- Communicated with agents each event to ensure their specific media needs were met
- Created marketing plans to promote events, resulting in 1,800+ attendance
- Strategized with committee directors to promote print and digital media

March 2017 - May 2019 | Slippery Rock, PA

### Digital Media Intern, FRAMES & PIXELS

- Edited video to tell stories and convey the appropriate message
- Produced high quality content and met broadcast standards
- Optimized graphic design processes to increase efficiency in the studio

May 2018 - August 2018 | Butler, PA

## SKILLS

### Design

Prototyping & Making  
Sketching  
Pattern Making  
Technical Drawing  
Trend Research

### Software

Adobe Illustrator  
Adobe Photoshop  
Rhinoceros 3D  
Blender  
Keyshot