

Website: www.SFIDS.com Instagram: sfids_design Email: sfesler.design@gmail.com

EDUCATION	ArtCenter College of Design Bachelor's of Science, Product Design Pasadena City College, Industrial Design Course Work			SPRING 2024
				2017-2019
EXPERIENCE	 Footwear Designer, Freelance (LOS ANGELES,CA) Crafted digital footwear modeling emphasizing bridge between digital and physical footwear for high profile client. Developed and delivered full process presentation of 2D tech pack, 3D modeling, and physical product. Collaborated on final deliverables for client. 			SUMMER 2023
	 FIGS Concept and Design Innovation Intern (SANTA MONICA, CA) Created innovative lifestyle & performance apparel that supports Health Care Professionals within design oriented guidelines. Created design boards & presentations to pitch and start-up upcoming design directions currated from trend research and brand ID. Developed and delivered intuitive branding for upcoming product lines with accompanying trend research and tech packs. Arby's Footwear Sponsored Project (PASADENA, CA) As a team, designed and developed high performance footwear concept for Arby's crew members. Used creative brand ID and in depth user research to create design narratives and design opportunities. Executed, solved, and produced physical and digital prototypes to client as deliverables over a 14 week process. 			SUMMER 2023
				FALL 202
	 Teaching Assistant / Product Design 5 (PASADENA, CA) Aided and assisted faculty and students to develop innovative wearable and softgood designs with presentations. Bridged communication between instructor and student, as well as manage guest speakers / working professionals. 			SPRING 2023
ECOGNITION	NIKE Endowed Scholarship Recipient			2022-2024
	SneakerWeekPDX Footwear Design Combine 1st Place Winner			SUMMER 2023
	FILA Pulse Shift // Gallery Presentation of Work			SUMMER 2022
	Arby's Footwear // Gallery Presentation of Work			FALL 202
	ArtCenter College Of Design Scholarship Recipient			2020-2024
SKILLS	Design	2D	3D	
	Brand ID & research Concept ideation Physical mock-up Wearables fabrication Concept prototyping	Tech Packs Illustrator Photoshop InDesign Procreate	Gravity Sketch CLO 3D Substance Suite Zbrush Keyshot	