

# Jake Christopher Smith

918.704.0569 || jsmithssxc@gmail.com

www.linkedin.com/in/jake-smith-jaketherunner

## Professional Experience

### **Sam Edelman: Designer (Specialty in performance)**

May 2023 – April 2024

*Brought on to help guide the brand's entry in the performance footwear market. From identifying the customer, leading the design, marketing, and distribution. (release S/S 2025)*

- Expert level education in women's foot bio-mechanics and fit for footwear.
- Collaborated hand-in-hand with President/founder Sam Edelman, to asses his vision and worked to turn that into a physical product to demonstrate to him.
- Using leadership skills to help guide a group of professional designers and pitch to President
- Understanding of the process of collaboration with factory. (Techpacks, passbacks, and development.)

### **"JAKE THE RUNNER" Brand Creation and Management**

Dec. 2019 – Present

*A Instagram platform brand I created as an outlet for all design and creative endeavors I partake in for the sport of running.*

- Partnering with brands (On, Nike) and pro athletes on everything from small to large scale collaborations
- Have had steady growth in brand development with apparel beginning to show in stores
- Developing unique apparel, focusing on patterning, and print design
- Ran a charity event, that led to 30+ \$100 dollar commissions with 20% going to "Soles4Souls"
- Incorporating artist collaborations with my own work to grow network and reach.
- Have partnered with high end running stores including "Heartbreak hill, Red Coyote, and Runologie"

### **Sam Edelman x Nordstrom capsule collection (Completed)**

Mar. 2023 – June 2023

*Led the entry for a collection of casual sneakers for a capsule collection in partnership with Nordstrom rack.*

- Led a team of designers with varying design styles to create a unified collection.
- Developed hand made samples to present for final pitch and eventually be kept on display at Nordstrom's Flagship store (NYC).
- Assisted in the final development with factories in China.

### **NIKE Lead Instructional Designer ETW (Completed)**

Feb. 2022 – Aug. 2022

*Produced a highly in depth on-boarding program to educate the PRE/EKIN position focused with Running and eventually further categories. Created a high functioning website for the 100+ page tool to live on internal website. Once finished, I successfully demonstrated this tool to all Present on location(WHQ) and successfully pitched to VP of Nike Running.*

- Utilized expert level knowledge on running footwear technology and design
- high proficiency in instructional design and presentation (including tech packs, public speaking, website development and graphic design.)
- Working with teams such as Design, NAX, Sports Marketing, RSG, Storytelling, and more.

## Education

### **Savannah College of Art and Design**

Aug. 2019 – May 2024

Bachelor of Accessory Design (Athletic footwear)

Minors: Sneaker design

- **GPA:** 3.75
- **Honors:** Academic Honor Role, Deans List

## Track & Field

### **Savannah College of Art and Design**

Aug. 2019 – May 2023

Events: 1500-3K steeplechase, 8K XC

- **Honors:** NAIA Conference champions(2019)