

# ALEX CARLSON

MATERIAL DESIGN - PRODUCT DESIGN - SUSTAINABILITY - INNOVATION



[WWW.ALEXCARLSONDESIGN.COM](http://WWW.ALEXCARLSONDESIGN.COM) [ALEX.CARLSON@MAC.COM](mailto:ALEX.CARLSON@MAC.COM)

## SKILLS

### **MATERIALS DESIGN:**

I have ten years of experience in both tech-pack materialization as well as totally new material creation. I am knowledgeable in simple and complex constructions and am fluent in the language of textile design and how to communicate complex ideas to both internal partners as well as sourcing and factory-side partners.

### **FOOTWEAR DESIGN:**

I have ten years of experience within the footwear industry and have designed shoes from the ground up. This has given me a unique skill set to address less common materials such as foams, rubbers, leather, internal componentry, and trims.

### **SUSTAINABILITY:**

My passion for environmentalism stems from a love of animals and a love of the outdoors. This translates to my role in design through a love of fiber and science. I have expertise in all fiber production, synthetic and natural. I currently sit with the United Nations fashion charter for climate change in the raw materials working group. I am also an active participant in Textile Exchange, the Leather Working Group, ZDHC, local agricultural partnerships, and other non-profit industry organizations.

### **INNOVATION:**

From designing new knits, wovens, and novelty materials, to attending trades shows or conferences, I approach materials innovation as holistically as possible from raw material to finished product. As the manager for product sustainability, I am even more tied into innovation in the industry. I pride myself on my due-diligence to research claims, especially around sustainable material claims and traceability.

## SCHOOLS

### **HARVARD UNIVERSITY, EXTENSION STUDIES**

MFA IN LIBERAL ARTS, SUSTAINABILITY & CERTIFICATE; CORPORATE SUSTAINABILITY

I am currently enrolled in a Masters program for Sustainability Studies through the school for extension studies. Expected graduation will be Summer, 2023. I am focusing my expertise within supply chain management, raw materials, and product manufacturing. I have completed and earned a certificate in Corporate Sustainability.

### **MASSACHUSETTS COLLEGE OF ART & DESIGN**

BFA IN ILLUSTRATION

Graduated with a Dean's award in excellence. Traditional media and digital media remain my focus. In the 2019 and 2020, I have worked as a co-teacher for the class "Raw Materials, Origins & Issues."

## JOBS

### **NEW BALANCE ATHLETICS, INC.**

MANAGER, PRODUCT SUSTAINABILITY; PRODUCT CREATION (2020-Present)

Through my work with sustainable materials development in my previous role, I now manage all environmentally preferred materials across the business. I am responsible for research, execution, and implementation of material platforms across all BU's in a consistent, considered, and achievable way.

DESIGN LEAD, MATERIAL INNOVATION AND SUSTAINABILITY; LIFESTYLE FOOTWEAR (2017-2020)

My role at New Balance has focused on the research, creation, and execution of technical materials for footwear. This has ranged from performance fibers, novelty fibers, engineered construction, and sustainable alternative materials. I work closely with development, engineering, design, and chemistry teams to ensure effective, safe, and aesthetic performance.

**PREVIOUS: CONVERSE INC. (2016-2017)** DESIGNER II MATERIALS. **PUMA (2012-2016)** FOOTWEAR DESIGNER & MATERIALS DESIGNER II. **CONVERSE INC. (2010-2012)** FOOTWEAR DESIGNER I.

## OTHER

### **LANGUAGES:**

AMERICAN ENGLISH: Fluent, first language.

SPANISH: Conversationally fluent.

KOREAN: Literate with conversational vocab.

"R" CODING: Basic knowledge of coding in R for ecological statistics.

### **TOOLS:**

MAC: Fluent in the use of all Macintosh product.

ADOBE SUIT: Expert in AI and PS. Proficient in InDesign.

SCIENTIFIC RESEARCH: Proficient in critical reading and research of scientific and academic papers. Fluent in APA citation and writing.