



Eric Wada

EXPERIENCE

- ALES GREY** *Los Angeles, CA* **JULY 2018-Present**
Footwear Design & Art Direction
Worked with the founder Steve Patino on designing and developing new footwear models and creating brand assets
- HEY KYLE LLC** *Los Angeles, CA* **JULY 2016-Present**
Creative Direction & Design
Design direction on creative projects for the artist SuperDuperKyle including album artwork, merchandise, stage design & live visuals
- LOVEMORE LABS** *Los Angeles, CA* **JUNE 2019-MAR 2020**
Art Director
Led the design and art direction on various branding, packaging and experiential projects with Javier Laval at Lovemore Labs
- NEW BALANCE** *Lawrence, MA* **JUNE 2019-DEC 2015**
Footwear Design Intern
Assisted the Performance Running design team on inline product including working on new designs, selecting colorways, and making sample revisions
- ANDROID HOMME** *Los Angeles, CA* **SEPT 2012-MAY 2015**
Footwear Design
Designed new footwear models, created tech packs, evaluated samples, and shot product photography for various campaigns

EDUCATION

- CALIFORNIA STATE UNIVERSITY LONG BEACH** **AUG 2010-MAY 2015**
Graduated Cum Laude Bachelor of Science, Industrial Design
- PENSOLE FOOTWEAR DESIGN ACADEMY** *Portland, OR* **SEPT 2014**
adidas Earn Your Stripes Footwear Design Program
- JOHN CABOT UNIVERSITY** *Rome, Italy* **JUNE 2013-AUG 2013**
Italian I
- PARSONS THE NEW SCHOOL FOR DESIGN** *New York, NY* **MAY 2011-JUNE 2011**
PENSOLE Athletic Footwear Design

ACCOMPLISHMENTS

- California State University Long Beach** **MAY 2015**
Graduated with honors - Cum Laude 3.5+ GPA
- adidas Earn Your Stripes Selection** **SEPT 2014**
One of fifteen students selected by adidas for a three week intensive design program at PENSOLE Footwear Design Academy
- Nike Future Sole** **JUNE 2008**
Top 25 Design Excellence Award

SKILLS

- PHOTOSHOP**
Photo editing, sketching + rendering
- ILLUSTRATOR**
Vector design, logo design + tech packs
- INDESIGN**
Catalogs, presentation decks + layouts
- SKETCHING**
Ideation, iPad sketching, + pen and marker rendering
- MODEL MAKING**
Machinery tools, foam models, 3d printing + finishing
- SOLIDWORKS + KEYSHOT**
3D modeling + rendering
- Canon DSLR**
Landscape photography, product shots + video
- LIGHTROOM**
Photo editing + photo books
- Final Cut Pro X**
Video editing + animation