

# DAVID FULLER



Hello, I am a designer focused on performance-driven footwear and emotionally resonant storytelling, leveraging material innovation, sustainability, and consumer insight to craft products that endure, inspire, and evolve.

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## EDUCATION

### SCAD | Savannah College of Art and Design

MFA Sneaker Design Student

- 2026

### BFA in Industrial Design

- GRDSN + SUST + ACCE + SNKR Minors
- Summa Cum Laude
- 2023

## QUALIFICATIONS

### Interpersonal

- SCADamp Certification
- Written, Verbal and Visual Communication
- Time Management
- Collaboration
- Organization

### Software

- Google Workspace
- Adobe Creative Cloud
- Rhino, Gravity Sketch, Solid Works
- Midjourney, Vizcom, NewArc

## INVOLVEMENT

### Cross Country + Track, 2018-2025, Captain

- Motivated peers through personal and professional adversity
- Captained both men and women
- Developed team image via social media campaigns
- Competed at high level to earn athletic accolades
- Managed time between practice and school work

### SCAD USF, 2018-2021, Athletic Representative

- Organized inter-sports team camaraderie
- Planned Student Athlete Formal under Athletic Department
- Created transparency between student body and administration
- Worked in a cross-functional team with students, faculty and administration

## ACCOLADES

- Daktronic's NAIA National Scholar Athlete 2021, 2022, 2024
- Global Footwear Awards Winner 2023, 2025
- IDA Gold and Bronze 2023, 2025
- Dean's List 2018-Present
- TSC Academic First Team 2018-2025
- 3rd Place SCAD x Puma Sneaker Design Challenge
- Footwear Innovation Foundation Top 50 2025

## PROFESSIONAL

### Splay, Assistant Color + Material Designer

Oct 2025 - Present, Remote

- Developed seasonal CMF directions translating brand narrative into tactile, performance-driven material systems aligned with product intent.
- Curated material palettes with attention to handfeel, durability, finish, and application, supporting design-to-development handoff.
- Collaborated cross-functionally with design, development, and marketing to ensure materials were accurately represented visually and verbally across teams.
- Supported internal material organization by documenting material attributes, use cases, and storytelling rationale for seasonal alignment.

### SCAD, Graduate Assistant Cross Country Coach

August 2025 - Present, Savannah, GA

- Assisted with logistics coordination, including scheduling, travel planning, and event execution across multiple stakeholders.
- Supported team operations through clear communication, organization, and proactive problem-solving.
- Mentored individuals through structured feedback, reinforcing trust, accountability, and consistent execution.

### Portland Rock Gym, Assistant Marketing Manager + Sales Desk

August 2023 - August 2025, Portland, OR

- Coordinated incoming and outgoing materials, visual assets, and event resources, ensuring accurate organization and timely execution.
- Maintained visual systems and branded materials across physical spaces, supporting consistency and clarity for staff and community.
- Balanced creative responsibilities with logistical operations, scheduling, and stakeholder coordination in a fast-paced environment.
- Delivered a service-oriented experience by supporting team needs, managing priorities, and maintaining clear communication across departments.

## ACADEMIC

### Steven Smith Master Class

October 2024, Savannah, GA

- Developed material-forward footwear concepts with focus on proportion, surface interaction, and emerging material applications.
- Explored process innovation and material storytelling as tools for future product differentiation.
- Presented concepts and material narratives to industry leaders, refining clear communication of design intent, feasibility, and execution.

### Sam Edelman x SCADPro, Footwear Designer

April - June 2023, Savannah, GA

- Supported the footwear development cycle through material concepting, textile exploration, and early-stage prototyping.
- Conducted trend, color, and material research to inform seasonal directions and consumer-relevant palettes.
- Built clear, organized tech packs translating design and material intent into actionable specifications for overseas production partners.
- Collaborated with material developers to evaluate textile performance, aesthetics, and feasibility, contributing to a final line adopted by the brand.