

# 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

### LHS Youth Track, 2016-2018, Student Coach

- Assisted with competition organization
- Motivated middle schoolers during practice
- Developed workouts to increase motor skills, strength, and cardio fitness
- Fostered student's development on and off the track

## ACCOLADES

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

## ACADEMIC

### Steven Smith Master Class

#### October 2024, Savannah, GA

- Collaborated directly with Steven Smith to conceptualize future-forward sneaker innovations, merging artistic exploration with functional design insight.
- Developed material-forward concept proposals with attention to form, proportion, and emerging trends.
- Presented final concept and mood board to a panel of industry leaders, receiving professional feedback on storytelling, feasibility, and originality.

### Sam Edelman x SCADPro, Footwear Designer

#### April - June 2023, Savannah, GA

- Delivered targeted concept sketches categorized by function, silhouette, and consumer need to support seasonal line development.
- Conducted trend, color, and market research to build informed palettes and design direction based on consumer insight.
- Created detailed tech packs for sampling and overseas production, translating design intent into clear specifications.
- Collaborated with material developers to prototype innovative textile applications aligned with brand aesthetics and end-use requirements.
- Contributed to a final product line adopted by Sam Edelman's internal team.

### Puma Design Competition, Sustainability Coordinator

#### March 2023, Savannah, GA

- Developed a comprehensive footwear concept around Puma's sustainability goals, integrating recycled and biodegradable materials.
- Established a collaborative workflow and delegated tasks according to teammates' strengths across design, materials, and strategy.
- Curated mood boards and material palettes to support concept storytelling at stakeholder checkpoints.
- Presented to Puma's Sportstyle design team and conducted feedback sessions with executives to refine pitch and viability.

## PROFESSIONAL

### Splay, Assistant Color + Material Designer

#### Oct 2025 - Present, Remote

- Developed seasonal CMF directions that translated brand narrative into tactile, performance-driven material palettes.
- Built color stories that bridged emotional storytelling with functional performance, creating visual continuity across product lines.
- Collaborated with design, development, and marketing teams to ensure materials communicated both technical intent and brand identity.

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

#### August 2023 - August 2025, Portland, OR

- Created branded visual content for print and digital channels, maintaining PRG's identity across campaigns and in-gym experiences.
- Supported the marketing team in styling event imagery and materials, enhancing atmosphere and visual storytelling.
- Engaged with community members and staff to strengthen brand-consumer connection through meaningful, consistent communication.
- Balanced creative duties with logistical operations, helping ensure smooth, immersive brand experiences.