



Robin Butler

“I understand your future consumer”

After 15 years of working in all aspects of the Apparel Industry, I returned to school to further my knowledge of Digital Design and Marketing because I saw a need to transform the retail experience online. Covid-19 has increased the urgency for optimal digital experiences and streamlined shopper journeys.

CONTACT

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SKILLS

PLM SYSTEMS



FIGMA, SKETCH & ADOBE XD



ADOBE CREATIVE SUITE



HTML/CSS



ECOMMERCE SOFTWARE



WORK EXPERIENCE

CREATIVE DIRECTOR @1802 WEST

2020

Establish white label ecommerce stores that align with the brand's ethos to deepen new and existing customer loyalty and increase profit.

Conduct user reaserach, data analysis, design + test prototypes and create successful ecommerce sites.

Provide on-going Apparel Design and Merchandising guidance and direction.

GLOBAL PRODUCT DIRECTOR @ THE NORTH FACE

COLLABORATIONS AND SPECIAL PROJECTS

2018-2019

Managed \$242 million of business in key account exclusives and a \$245 million outlet business annually.

Fostered ongoing relationship with new wholesale client to secure a \$44 million contract. Sales order increased to \$71 Million the following year.

Lead the product concept, design, development and production process of seasonal product line for global outlet retailers.

Partnered with influential brands such as COMME des GARCONS, Olivia Kim and Supreme on exclusive collaboration projects.

Collaborated with cross-functional management teams to create and implement long range plans and strategies to align with brand and division goals.

SR. GLOBAL PRODUCT MANAGER @ THE NORTH FACE

COLLABORATIONS, SPECIAL PROJECTS & OUTLETS

2016-2018

Lead and managed all of The North Face's collaborations, outlet retail product and key account exclusives within the RD&D department.

Developed and tracked product and merchandising metrics including product margins, pricing, material costs and market placement.

Lead the collaboration strategy and identify new projects and partners that align with the long-term vision of the brand.

GLOBAL PRODUCT MANAGER @ THE NORTH FACE

SKI RESORT UNIFORMS & GLOVES

2015-2016

Responsible for the strategic business and line plan development of \$47 million global gloves business and +\$2 million ski resort uni form program.

Launched comprehensive 5 year uniform partnership with world renowned Whistler Blackcomb Resort for first time as a company and was presented with the Nuptse Award for creativity and innovation from The North Face and Best Employee Engagement award from Whisltler Blackcomb Resort.

Negotiated full Gore-tex ski uniform partnership for the Fall 2017 season, which improved margins significantly by reducing fabric costs and eliminated high production surcharges.

Moved up development timeline three months to take advantage of off-season production savings.

PRODUCT LINE COORDINATOR @ THE NORTH FACE

WOMEN'S OUTERWEAR AND SPORTSWEAR

2014-2015

Managed a \$30 million softshell jackets category.

Primary liaison between TNF Europe product team and US product team.

Tracked and planned product calendar to ensure all team members adhere to deadlines in timely manner.

PRODUCT LINE COORDINATOR @ THE NORTH FACE

SNOWSPORTS

2013-2014

Managed \$7 million baselayer business.

Lead facilitator for company-wide pant fit program to launch consistent fit construction, naming and POS standards

Established trim strategy that eliminated excess ordering and substantially lowered costs.

Assisted with color analysis, data mining and assortment planning.



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AWARDS

The North Face Nuptse for
Creativity & Innovation
Whistler Blackcomb Resort for
Best Employee Engagement
WSU for Outstanding
Computer-Aided Designer

SOCIAL MEDIA



lecreatortype



robinbutler

MATERIALS COORDINATOR @ THE NORTH FACE

MEN'S SPORTSWEAR

2011-2013

Developed seasonal materials (textiles, graphics and trims) based on business needs.

Lead weekly meetings with design, product development, and sourcing teams to review seasonal line.

Communication liaison between suppliers, factories and global sourcing team.

Gained strong knowledge of textile mill's limitations and capabilities in regards to fibers, substrates, construction, and finishing processes.

DESIGNER @ BYER CALIFORNIA

GIRLS SPORTSWEAR

2008-2011

Consistently designed top-performing garments, including highest-selling sportswear line in company history.

Project Design lead for all sweaters, trims, silk screens, and embroidered tops.

DESIGNER @ BYER CALIFORNIA

JUNIORS SPORTSWEAR

2007-2008

Managed line from initial concept through production phases.

Demonstrated strong ability to differentiate between colors and judge fabric quality to ensure product-line cohesion.

Produced and presented monthly production reports to senior management.

Worked closely with Pattern makers, Technical Designers and Seamstresses to streamline the production process.

ASST. PRODUCTION MANAGER @ BYER CALIFORNIA

SWEATERS/KNITWEAR

2006-2007

Worked with Design team to organize development packages for sourcing and costing purposes.

Maintained on-going communication with vendors regarding product development including lab dips, prototypes, and sales samples.

Responded proactively to potential problems or concerns relating to production while establishing timely resolutions.

ASST. TO VP OF SOURCING @ BYER CALIFORNIA

SOURCING & PRODUCTION

2005-2006

Assisted Vice President of Production in communication with overseas vendors.

Managed sportswear fit fabrics, bulk fabric and pre-production sample approvals.

Negotiated orders based on pricing, deliveries, and quality standards.

Collaborated with Merchandising and Planning Teams to ensure complete garment satisfaction.

FASHION ILLUSTRATOR @ GIANFRANCO LOTTI

ITALY, EUROPE

2004

Fashion Illustrator of high-end footwear, eyewear, and accessories (displayed in fall 2004-05 Store Catalog)

EDUCATION

UX/UI DESIGN @ UC BERKELEY UNIVERSITY

GRADUATED 2020

SOCIAL MEDIA MANAGEMENT @ CAL STATE UNIVERSITY

GRADUATED 2020

APPAREL DESIGN, MERCHANDISING & TEXTILES @ WA STATE UNIVERSITY

GRADUATED 2005

Graduated Cum Laude, Recognized Member, International Textiles and Apparel Association

ORGANIZATIONS

SF STATE UNIVERSITY- GUEST LECTURER | VF CORPORATION MENTOR PROGRAM-MENTOR | VF CORPORATION WOMEN'S EMPOWERMENT NETWORK- NETWORKING LEAD | THE NORTH FACE EXPLORE FUND- COMMITTEE MEMBER | ASSOCIATION OF TEXTILE APPAREL & MATERIALS PROFESSIONALS- MEMBER | OUTDOOR WOMEN'S INDUSTRY COALITION-MEMBER