



MICHAEL EARDLEY

PRODUCT DESIGN & DEVELOPMENT LEADER

SUMMARY

Embracing the design and fashion world with a distinctive blend of creative thinking and athletic sensibility, I am a multifaceted Fashion & Product Designer dedicated to revolutionizing technical active products. My keen eye for problem-solving, coupled with my collaborative and inclusive leadership style, enables me to foster inspiring environments that empower cutting-edge design and streamline development processes.

Boasting a rich background in design and product development, I have consistently demonstrated my ability to work cohesively with cross-functional teams in transforming innovative concepts into tangible, real-world solutions. My unwavering commitment to driving growth across retail and e-commerce channels showcases my unique blend of creativity, drive, and team-oriented approach to success.

WORK EXPERIENCE

MANAGER, PRODUCT DESIGN & DEVELOPMENT (Head of Design)

Forward With Design (Owned by Canadian Tire Corporation) | Sept 2019-Present

As the head of design and product development, I've been instrumental in scaling Forward With Design's success across 250+ Sportchek and Sports Experts locations. Leading a multidisciplinary team, I've been responsible for the end-to-end process—from conceptualization to market launch—for men's and women's activewear and hardline products.

- **Leadership & Team Development:** Recruited, mentored, and managed a talented design and development team based in our Toronto hub. Created a collaborative and innovative work environment aligned with the company's long-term strategic goals and to ensure a culture of open and collaborate work was being fostered.
- **Cross-Functional Collaboration:** Partnered effectively with marketing, sourcing, and supply chain teams to ensure seamless product development and launch. Worked in close coordination with marketing for in-store displays and e-commerce strategies.
- **Market & Trend Analysis:** Utilized multiple research channels—including market trends, consumer feedback and discussion, trade show insights, social media trends and fostered open discussion brainstorm to enhance product offerings as well to inform and guide our seasonal product design strategies.
- **Budget & Timeline Management:** Demonstrated fiscal responsibility by effectively managing budgets for design and development including all travel, development costs, and sample budgets. Ensured all projects were delivered on time, budget and aligned with brand standards.
- **Technical Skills:** Proficient in Adobe Illustrator and Photoshop, with practical experience in CLO 3D software, streamlining the design-to-production process. Leading design team through development of CLO 3D usage.
- **Innovation & Launch:** Orchestrated the successful April 2022 launch of the FWD Men's and Women's activewear lines across 250+ locations, featuring cutting-edge, performance-driven designs. Supported both marketing and in-store to deliver meaningful product experience and brand experience in-store and online.

HEAD OF MENS DESIGN / SENIOR DESIGNER

RYU (Respect Your Universe) Apparel | May 2018-August 2019

Was hired as a senior designer to lead all men's & women's outerwear, after a short period of time was promoted to head of men's design where was responsible for all men's seasonal direction as well as men's and women's outerwear design.

- Rapidly promoted from Senior Designer to Head of Men's Design, responsible for seasonal direction and outerwear design.
- Developed a new collection of transitional weather outerwear, including signature winter parkas for men and women.
- Mentored the men's design team through the development of seasonal collections.

CONTACT

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EDUCATION

AEC FASHION DESIGN

Lasalle College, Montreal
2010

SOCIAL SCIENCE PROFILE

John Abbott College, Montreal
2005-2007

SKILLS

| Professional

Active Design
Outerwear Design
Presentation Skills Public Speaking
Problem Solving
Collection Development
Product Costing
Textile & Trim Design Development
Budget Planning
Brainstorming

SKILLS

Software's

Adobe Illustrator
CLO 3D (In Training)
Flex PLM / PLM Systems
Adobe Photoshop
Microsoft Excel
Microsoft Powerpoint

INTERESTS

Traveling
Cycling (Road & Indoor)
Hiking
Downhill Skiing
Cooking
Hockey

EXPERIENCE (CONTINUED)

LEAD DESIGNER – STATE CONCEPTS

Frank And Oak / Sept 2014 – April 2018

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DESIGN & PRODUCT CONSULTANT

Frank And Oak / October 2013 – September 2014

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DESIGNER

Sunice / May 2010 – October 2012

Worked with product managers to design seasonal collections focused in the high performance golf industry. Collections focused on Gore-Tex outerwear, X-Static knit technology knits built for golf. Travelled overseas to develop collection with PM and presented collections seasonally to buyers, retailers as well as at the PGA merchandise show in Orlando.

AWARDS & ACHIEVEMENTS

drirelease® Innovation Award

Frank And Oak / State Concepts - Commuter Layers
Presented @ Outdoor Retailer 2018

Air Canada "En Route" Magazine Design Awards

2019 – drirelease® Travel Tee System
2019 – Travel 3 layer Fishtail Parka

WGSN Brands to Watch

2016 – Activewear brand to watch