

# BRANDON LITTLE

bdl@brandondlittle.com

www.brandondlittle.com

+01.901.833.9990

## SUMMARY

- Executive Creative Director and Designer with 20+ years of experience building, leading and inspiring teams on the Brand, Design and Product development journey.
- A passionate brand leader with exceptional communication skills, including public speaking for internal and external audiences.
- Ability to manage multiple timelines, categories and responsibilities while navigating challenging demands and deadlines of in both established and start up environments.
- Skilled in brand leadership, creative direction, and content development
- Cross functional leadership, fostering collaborative, inclusive working environments that are based upon passion, vision, communication and trust.

## EXPERIENCE

### **FOUNDER - COPYLEFT EYEWEAR: 2019 – PRESENT**

Individually crafted Bespoke eyewear made by hand from precious organic materials such as buffalo horn. Every Copyleft frame is a personal collaboration with the client and ultimately one of kind.

### **VICE PRESIDENT PRODUCT DESIGN SHINOLA / BEDROCK MANUFACTURING: 2016 – 2023**

Head of Product Design for Shinola brand, oversee cross-category design direction, strategy, and leadership along with product narrative, branding, and packaging.

### **VICE PRESIDENT CREATIVE DIRECTOR BEDROCK MANUFACTURING**

Built and lead a team of multi-category art directors and designers under Bedrock Manufacturing. Establishing a tactical in-house “one stop shop” multidisciplinary design studio to provided solutions for our internal and external clients.

Clients such as Filson and Shinola along with external clients such as Tom Ford, Marc Jacobs, Rag and Bone, AllSaints, Elizabeth and James and others.

### **SENIOR VICE PRESIDENT - CHIEF CREATIVE OFFICER, FOSSIL GROUP: 2013 – 2016**

Chief Creative Officer of the Portfolio Division, leading international art and design teams based in Dallas, TX, and Biel Bienne, Switzerland, driving \$3 billion in revenue across men’s and women’s product categories.

### **ADDITIONAL FOSSIL GROUP ROLES:**

#### **CREATIVE DIRECTOR ZODIAC WATCHES - 2013 – 2016**

Creative Director for Zodiac Watches, spearheaded a comprehensive three-year brand restructuring process for a historic Swiss brand with origins dating back to 1882.

#### **CREATIVE DIRECTOR - MICHELE WATCHES: 2008-2013**

Creative Director for Michele Watches, a prominent American watch accessory brand generating over \$100 million in sales, concentrated on catering to the premium women’s market.

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## EDUCATION

### CREATIVE ACADEMY - RICHEMONT GROUP - MILAN ITALY

Master in Luxury Accessory Design: 2004-2005 - One of Thirty students from around the world, chosen to study under the Group maisons such as Cartier, Montblanc, Ferrari, Panerai, Jaeger LeCoultre, Dunhill, and Lancel.

### LOUISIANA STATE UNIVERSITY

Fine Arts / Graphic Design: 1995-1999

## SKILLS

- Clear and Effective communication, both oral and written
- Application Proficiency in Microsoft Office and Adobe Applications
- Design Proficiency in Men's and WMN's:
  - Luxury Watches, Jewelry, Accessories, Home, and Footwear, Apothecary and Game
- Brand Development, narrative, DNA, branding and packaging.
- Manufacturing / Technical Design - experience working both in the US and Internationally
- Leadership and Collaboration Skills
- Comfortable in hard working, high energy, environments. Start up, transitional or growth.
- Strategic planning, timeline and process implementations.