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TAEKAN NOTRICA

PRODUCT + COLOR DESIGN

ETHOS

My foundation as a designer is built on the integration of innovation, deep technical craft and empowering the consumers by supporting their lifestyle. My goal is to create world class premium product that performs at its optimal level and allows its user to reach their full potential as well be beneficial to the environment.

EDUCATION

**Masters of Science,
Sports Product Management**
University of Oregon
Lundquist College of Business | 2018-2020

**Bachelors Degree,
Industrial and Product Design**
Emily Carr University | 2009-2013

SKILLS + EXPERTISE

- Forecasting and strategist along-term color direction
- Design line architecture based on market research, insights and trend forecasting
- Collaborate with raw material developers and mills to innovate and create custom fabric, hardware, and trim
- Hand sketching, technical sketching, and CAD drawings
- Create detailed technical specs for factory sampling and production
- International factory travel to ensure design intent, product quality, and execution
- Employ a broad spectrum of techniques to create innovative product combining technology, function, and fashion

Adobe Illustrator	PLM Systems
Adobe InDesign	Microsoft Office
Adobe Photoshop	Browzwear + Clo 3D
Solid Works	Vizcom
Shapr3D	Physical Design Mock-ups

PROFESSIONAL EXPERIENCE

Taegan Notrica Design LLC | April 2022 - present

- Establish client brand Creative Direction - seasonal and core
- Manage multiple brands color forecasting, design and communication
- Competitive analysis, creative direction and product design for client's category expansion to achieve company growth targets
- Seasonal assortment, color forecasting, analysis, and execution
- Footwear, accessories, apparel, product design and technical specification

Altra Running | Lead Color Designer | March 2025 - present

- Build seasonal palettes: explore new color design innovations and applications
- Translate Brand's Creative Vision principles through captivating color and graphics executions
- Collect accurate and up-to-date trend information and create and deliver powerful seasonal design stories
- Work cross-collaboratively with Product, Merchandising and Development teams
- Strong understanding of color technology and how to achieve desired color effects
- Produce accurate color drawings & detailed tech packs to factory standards

Nike - ETW | Lead Color Designer | Oct 2024 - Dec 2024

- Storytelling with the ability to translate narratives onto physical product
- Expertise in color trends, color theory, color compatibility, and color placement
- Collaborate with other designers/Design Directors to create palettes and color flow based on category color strategy
- Strong understanding of color technology and how to achieve desired color effects
- Conduct in-depth research on athlete insights in order to drive innovative design solutions
- Ability to plan and execute the product color details and review all samples

YETI | Color Design + Development Contractor | January 2024 - April 2024

- Create seasonal color palettes and communicate physical and digital color palettes
- Create color design renders for internal and external meetings
- Build and communicate product color legends
- Approve digital photo assets for Ecommerce and production samples for color

IDW | Senior Designer | March 2019 - April 2022

- Establish client brand Creative Direction - seasonal and core
- Competitive analysis, creative direction and product design for client's category expansion
- Seasonal assortment, color forecasting, analysis, and execution
- Established internal product creation operations and process implementation
- Footwear, accessories, apparel, product design and technical specification
- Build and present product stories and strategies to senior leadership teams

Outdoor Research | Graduate Industry Project | January 2020 - March 2020

- Womens business relaunch goal - Identify opportunities and grow business 30%
- Extensive consumer insights research (100+ in-depth interviews, two surveys and moderated focus groups)
- Identify key trends in product, marketing and delivery
- Developed multilateral strategies to help drive product differentiation & relevancy across women's categories

lululemon | 2010 - 2018

Designer | 2013 - 2018

Design Assistant | 2013 - 2015

Design Intern + Retail Educator | 2010 - 2013

Leadership

- Responsible for leading the team through design and development of roughly 180 SKUs per quarterly season
- Managed production time lines, calendar, and margin
- Forecasted seasonal trends in the accessories category
- Drove innovation and launched new product categories within lululemon product lines
- Trained, developed, and inspired the design team to create best in class product

Expertise

- Partnered with POD, Concept Team, and senior executives to create on-trend seasonal color and print strategies
- Directed seasonal color direction for bags, hardgoods, and hydration including lab dip requests and color approval
- Responsible for development of seasonal product lines within the cross-functional POD
- In-depth knowledge in product construction, textiles, and technology applications
- Authored, adjusted, and communicated technical fit and measurement specification
- Developed and presented seasonal design concepts, trends, and product directions to leadership
- Introduced innovative raw materials to the lululemon toolkit, partnering with cross-functional teams to develop fabric, trim, technology and hardware
- Traveled to international and local markets to gain insight into community lifestyle and trends
- Designed and established core styles that result in continuous high demand season-over-season
- Responsible for fitting styles in order to accurately communicate design intent, function, and biochemical comfort
- Provided clear communication of product information through technical sketches and BOMS
- Lead product and design focus groups with store staff, guests and elite athletes to gain product and lifestyle insight