

# STEVEN B. WHEELER

## WORK HISTORY



Multifaceted designer, maker, and dot-connector with a background in men's sportswear, denim, and tailored apparel. Through a modern aesthetic and user-centric design philosophy, I simplify the complex, design with empathy, and believe user intuition should guide interaction.

I'm also a design educator, doggie dad, wilderness backpacker, amateur baker, softball player, and video game museum volunteer. Someday I'd also like to be a beekeeper.

### CONTACT

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### SKILLS & COMPETENCIES

Illustrator	●●●●●●●●●●●●●●●●
Photoshop	●●●●●●●●●●●●●●●●
InDesign	●●●●●●●●●●●●●●●●
PLM	●●●●●●●●●●●●●●●●
MS Office / Excel	●●●●●●●●●●●●●●●●
Print & Pattern Design	●●●●●●●●●●●●●●●●
Technical Design & Fit	●●●●●●●●●●●●●●●●
Garment Construction	●●●●●●●●●●●●●●●●
Project Management	●●●●●●●●●●●●●●●●
Presentation Skills	●●●●●●●●●●●●●●●●
Cross-Functioning	●●●●●●●●●●●●●●●●
Critical Thinking	●●●●●●●●●●●●●●●●
Trim Development	●●●●●●●●●●●●●●●●
Early-Riser	●●●●●●●●●●●●●●●●
Go-Getter	●●●●●●●●●●●●●●●●

### 2018 FREELANCE DESIGNER

2015 *Steven B. Wheeler Design; Oakland, CA*

As freelance designer and consultant, I have been brought in to design for and collaborate with a number of world-class companies and innovative startups. Among these:

- MTailor: Currently working with a custom clothing startup in a technical design capacity; using my knowledge as a tailor to continually improve and refine quality of fit and materials while maintaining our target price points and expedient turnaround times.
- The North Face: Went back as a contractor to design and develop the Spring/Summer 2017 Men's Sportswear line under a compressed timeline during a period of department transition. Designed and managed brand-relevant styles in category-defining products like performance hiking and climbing clothing, travel apparel for the outdoor enthusiast, and base layers.
- Betabrand: Remained as a consultant after leaving my full time job there. Ideated and designed apparel products for the rollout of a new online design community & social network platform.

### 2017 LEAD DESIGN CONSULTANT

2016 *TechShop; San Francisco, CA*

Led design and implementation of wayfinding and signage standards. Assisted in development of corporate style guide including comps and templates. Designer and photographer for corporate promotional materials. Worked with local artists to create rotating gallery of art and buildout of display area. Assisted in development of educational materials for STEAM classes. Staffed department and mentored others.

### 2015 SR. DESIGNER

2012 *Betabrand; San Francisco, CA*

Led design department across wide range of product categories in both men's and women's apparel, footwear, bags, and accessories. Created print graphics, pattern repeats, and seasonal color palettes. Researched and defined apparel trends. Presented weekly corporate design briefs to executive team. Designed and developed graphic style guide for retail products. Produced web content in form of graphics, photo, and video. Directed product photoshoots.

### 2013 DESIGNER, MEN'S OUTDOOR

2012 *The North Face; Alameda, CA*

### 2012 DESIGNER, MENSWEAR

2010 *Smart Threads; San Francisco, CA*

## EDUCATION

### 2010 BFA, MENSWEAR DESIGN

2004 *Academy of Art University, San Francisco, CA*

### 2002 TRANSFER STUDIES, GRAPHIC DESIGN & TYPOGRAPHY

2001 *Lane Community College, Eugene, OR*