

# AMY H ZHANG

Color and Material designer specializing in Performance, Lifestyle and Golf footwear

## CONTACT

267-421-1223

zhang.amy.h@gmail.com

Boston, MA

## SKILLS

Adobe (Illustrator, Photoshop, InDesign)

Color Design

Material Design

Keynote

Pattern Design

3D Modeling (Keyshot, Substance Painter, Rhino, Solidworks)

NEWARC.AI

## EDUCATION

BFA Industrial Design  
RISD

2013-2018

## PORTFOLIO

Website: amyhzhang.design

## WORK EXPERIENCE

### Sr Designer, Color & Material FTW (Mens & Dual-Gender)

COLE HAAN

2024-Current

Own seasonal color and material strategy across Running, All Day, Trail and Golf categories, translating consumer insights and trends into culturally relevant and compelling product stories for the consumer.

Ensure color cohesion across men's, women's and dual-gender assortments in Running and Golf categories.

Drive cross-functional collaboration with Creative Directors, Project Management, and other cross functional partners to deliver elevated, brand-aligned seasonal narratives.

Lead innovation material development, balancing performance, commercial viability and design intent.

Align cohesive color strategies across men's, women's and dual-gender assortments through close partnership with category Creative Directors.

Guide the CAM team through material selection, development and execution.

Partner with factory and development teams to create proprietary materials for key seasonal initiatives.

Accelerate concept-to-presentation timelines through adoption of advanced rendering tools, thereby increasing sampling efficiency.

Present seasonal color, material and application strategies to internal stakeholders, leadership and external partners.

Partner with factory and Triad teams to review samples, ensuring design integrity and alignment with overall product and costing strategy.

### Designer 2, Run/ Train FTW (Inline & RCC)

PUMA

2023-2024

Led seasonal storytelling for North America, developing moodboards, color stories, materials, and account-specific graphics.

Directed internal trend and material research, translating cultural insights into commercially relevant CMF strategies across multiple footwear categories.

Collaborated with Senior Designers to execute cohesive color strategies across multiple product categories.

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## WORK EXPERIENCE cont.

### Designer 2, Run/ Train FTW (Inline & RCC) cont.

PUMA

2023-2024

Partnered with sourcing and development teams to research, develop, and implement new seasonal materials.

Oversaw seasonal material library curation, ensuring trend relevance and accessibility for design teams.

Worked closely with development partners to optimize color, material, and graphic application.

Presented seasonal color and material strategies to cross-functional internal stakeholders.

Participated in strike-off reviews to ensure quality, accuracy, and consistency with design intent.

### Designer 1, Run / Train FTW (Inline &

PUMA

2020-2023

Worked with PLMs to create seasonal color overviews for Inline offerings.

Combined market trends and creative direction to create seasonal interest packs (Color, Graphic, Material).

Worked with designers across BU on collaborations and R/T initiatives, such as #REFORM and Women's Artist Series.

Participated in seasonal material research and trend presentation and communicated with vendors to develop new materials for BU needs.

Assisted the senior color designer in creating a color range for the new season.

Work with the Senior CMG Designer to review seasonal concept packs.

### Contracted Designer, Run / Train FTW (Inline &

PUMA

2019-2020

Assisted Lead Designer in creating color overviews for range and assisted in sample review with PLM and Developers.

Worked with the Design team to update tech packs for development deadlines.

Organized seasonal materials from suppliers.