

Trevor Wills

SENIOR DESIGN DIRECTOR · CONCEPT DEVELOPMENT · MATERIALS & SUSTAINABILITY

Chicago, IL · trevorwills@outlook.com · trevorwills.com · linkedin.com/in/trevorwills

Senior design leader with 16+ years bringing technical apparel and accessories from early concept through commercialization at enterprise scale. Co-founded and scaled Damen + Hastings — RAA's first company-owned brand — from concept to a national wholesale partnership with Kohl's. Appointed Product Group Lead for RAA's ESG Committee, embedding low-impact materials and circularity principles into early-stage concept development across the company. Led enterprise-wide adoption of CLO 3D digital prototyping — cutting physical samples 66% and speed-to-market 35%, in partnership with Target's 3D Product Creation team. Industrial Design background; comfortable at the intersection of design, engineering, and responsible material innovation.

SELECTED INNOVATION IMPACT

- **Enterprise digital prototyping pipeline.** Researched, selected, and rolled out CLO 3D across RAA — built the international 3D design team, set technical standards, and secured executive buy-in across Product Development, Operations, and IT. Outcome: 66% fewer physical samples, 35% faster speed-to-market, 2 weeks cut from development cycle, 75% of approvals moved to digital.
- **Concept-to-commercialization, owned brand.** Co-founded Damen + Hastings — built the brand identity, product line, design system, and retail framework. Scaled from Chicago pop-up to national wholesale partnership with Kohl's, including a Made-in-USA collaboration with Pintrill.
- **Sustainability across the product org.** As Product Group Lead on RAA's ESG Committee, direct cross-category sustainability roadmap across all product directors; pioneered RAA's earliest leather sustainability initiatives before formal ESG programs existed.
- **Emerging-tech translation.** Founding member of RAA's AI Trailblazers group; rolling out generative AI tooling (Vizcom.AI, image generation, research workflows) into trend research, concept ideation, and design across the company.

EXPERIENCE

Senior Design Director, Men's Leather & Accessories | Randa Apparel & Accessories (RAA)

2021 — Present · Chicago, IL · 6 direct reports, 20+ cross-functional influence

Portfolio: 11 licensed global brands — Levi's, Calvin Klein, Tommy Hilfiger, Columbia, Cole Haan, Tommy Bahama, Dickies, Kenneth Cole, Dockers, Red Wing, Guess — plus private label for Target, Walmart, Macy's, Costco, Kohl's, JCPenney.

- Mentor and lead a high-performing team through the full innovation pipeline — from insight gathering to prioritized roadmap to commercialization; drive cross-functional alignment across design, product development, sourcing, merchandising, sustainability, and operations.
- As Product Group Lead on RAA's ESG Committee, embed low-impact materials, circularity, and responsible sourcing into early-stage concept development for every product director.
- Maintain custom calendars and innovation timelines for multi-brand programs; present project status, risk, and readiness at internal stage reviews; manage external partnerships with global manufacturing partners and licensed-brand teams in coordination with sourcing and legal.

Design Director | Randa Apparel & Accessories

2019 — 2021 · Chicago, IL

- Elevated product design strategy for men's leather goods and accessories across licensed lines and retail channels, driving brand alignment and commercial consistency.
- Strengthened alignment between design, merchandising, and sales — tightening the loop between creative direction and commercialization to reduce costly late-stage revisions.

Senior Designer, RAA (2016—2019) — Conceived, named, and co-led Damen + Hastings from concept to Kohl's launch (see Innovation Impact); pioneered RAA's earliest leather sustainability initiatives, evaluating responsible material alternatives before formal ESG programs existed.

Designer, RAA (2014—2016) — Owned the full design process from concept ideation and material selection through factory handoff and production approval; built deep working knowledge of global manufacturing and construction standards.

Assistant Designer, RAA (2010—2014) · **Assistant Designer, Fossil Group, Inc.** (2008—2010) — Foundational accessories design experience across licensed brand programs; product construction, material sourcing, trend research, and global manufacturing.

EDUCATION

Bachelor of Science, Industrial Design — The Art Institute of California, Orange County · 2008

Foundational coursework, School of Fine Arts — University of Kansas · 2 years (Art & Industrial Design)

TOOLS, METHODS & DOMAIN

3D / digital prototyping: CLO 3D (dept. champion), Vizcom.AI, generative AI workflows, Adobe Creative Suite, Gerber Yunique PLM. **Product:** industrial design, technical spec, materials development, global manufacturing & construction standards. **Leadership:** innovation roadmap, stage-gate review, budget & vendor management, cross-functional partnership across sourcing, legal, and commercialization. **Sustainability:** ESG at portfolio scale, low-impact materials, circularity in early-stage concept development.