

TREVOR WILLS

CREATIVE & DESIGN DIRECTOR · PRODUCT DEVELOPMENT · TREND STRATEGY

LOCATION	EMAIL	PHONE	LINKEDIN	PORTFOLIO
Chicago, IL	trevorwills@outlook.com	(214) 218-4702	in/trevorwills	trevorwills.com

PROFILE

CHICAGO · OPEN TO RELOCATION OR REMOTE

Creative and design leader with 16+ years in accessories, leading design teams since 2021. Led the design organization into AI: evaluated platforms, cleared licensing and IP risk with IT, Legal and Procurement, and trained 30+ designers and merchandisers. Ran the seasonal design process for 11+ licensed brands including Levi's, Calvin Klein, Tommy Hilfiger and Columbia, plus private label for Target, Walmart and Costco. Led the company-wide move to CLO 3D sampling with Target's 3D Product Creation team. Industrial design background with hands-on experience in materials, construction and factory partnerships in China, Taiwan and India.

SELECTED IMPACT

AI ADOPTION AND TRAINING	Led the design organization into AI. Researched and trialed Vizcom.AI, Raspberry AI and Fermat with a designer test group, worked through licensing, IP risk and usage terms with IT, Legal and Procurement, and trained 30+ designers and merchandisers.
DIGITAL PRODUCT CREATION	Researched, piloted and rolled out CLO 3D across the company, building the international 3D team and winning buy-in from product development, operations and IT: 66% fewer physical samples, 35% faster speed to market, 75% of approvals moved to digital.
TREND FORECASTING, REBUILT	Replaced static InDesign mood boards with an interactive trend site built with AI, compressing a process that took weeks into days. Brand partners and sales opened a live link instead of a large compressed attachment.
TEAM, BUDGET AND MENTORSHIP	Managed 6+ direct reports and 50+ cross-functional partners, owned the design budget across trend services, travel and tooling, mentored designers from junior to senior level, and hired a China-based 3D designer.
RETAIL STRATEGY	Led a men's accessories assortment assessment for Walmart, combining store visits, data and an original photo shoot into specific add and drop recommendations for the buying team.

EXPERIENCE

PROMOTED FOUR TIMES AT RANDA

2024 – SEP 2026	Senior Design Director, Men's Leather & Accessories Randa Apparel & Accessories · Chicago, IL - Led design strategy, product development and brand management for the company's largest category: 11+ licensed brands plus private label for Target, Walmart, Macy's, Costco, Kohl's and JCPenney. - Managed 6+ direct reports and worked with 50+ partners across product development, sourcing, merchandising, sales, marketing and sustainability. - Led the design organization's adoption of AI: evaluated platforms with a designer trial group, cleared licensing, IP risk and usage terms with IT, Legal and Procurement, and trained 30+ designers and merchandisers. - Led the company-wide CLO 3D rollout with Target's 3D Product Creation team: 66% fewer physical samples, 35% faster speed to market, 2 weeks cut from the development cycle. - Owned the design budget across trend services, travel and tooling, and mentored designers from junior to senior level, establishing design standards and growth pathways. - Product Group Lead on Randa's ESG Committee and founding member of the AI Trailblazers group.
2021 – 2024	Design Director Randa Apparel & Accessories · Chicago, IL - Designed and directed men's leather goods and accessories across licensed lines and retail channels. - Tightened the loop between design, merchandising and sales to cut costly late-stage revisions. - Led a complete-the-look assortment assessment and presentation for Walmart's men's accessories buyers.

EXPERIENCE, CONTINUED

2019 – 2021	Senior Designer Randa Apparel & Accessories · Chicago, IL - Core member of the small team that built Damen + Hastings, Randa's first owned brand: named it, led brand development and helped take it to a national launch at Kohl's, including a Made-in-USA collaboration with Pintrill. - Started Randa's first leather sustainability work before a formal ESG program existed.
2014 – 2019	Designer Randa Apparel & Accessories · Chicago, IL Owned the design process from concept and material selection through factory handoff and production approval.
2010 – 2014	Assistant Designer Randa Apparel & Accessories · Chicago, IL Supported senior designers across licensed brand programs: construction, material sourcing, trend research, and work with vendors and sales.
2008 – 2010	Assistant Designer Fossil Group · Dallas, TX Watch and accessories design at a global brand: product development, materials and manufacturing.

EDUCATION

2023	Executive Development, Leadership American Management Association
2008	Bachelor of Science, Industrial Design The Art Institute of California, Orange County
PRIOR · 2 YRS	Coursework in Art & Industrial Design University of Kansas, School of Fine Arts

SKILLS & TOOLS

DESIGN DIRECTION	Seasonal direction across multiple brands, trend research and trend books, AI-assisted trend synthesis and forecast sites, licensor presentations and approvals, lookbook and product photography
TEAM LEADERSHIP	6+ direct reports and 50+ cross-functional partners, mentorship and growth pathways, design guides and training toolkits, hiring and onboarding including a China-based 3D designer, design reviews across US and overseas offices
PRODUCT & SOURCING	Industrial design background, tech packs, specs and sample approvals, leathers, hardware and trims, factory partners in China, Taiwan and India
TOOLS & INNOVATION	AI design tools as hands-on user and rollout lead, Vizcom.AI, Adobe Firefly, Midjourney, CLO 3D (department champion), Adobe Creative Suite, Gerber Yunique PLM

LICENSED BRANDS & RETAIL PARTNERS

BRANDS	Levi's, Calvin Klein, Tommy Hilfiger, Columbia, Cole Haan, Tommy Bahama, Dickies, Kenneth Cole, Dockers, Red Wing, Guess
PRIVATE LABEL	Target, Walmart, Macy's, Costco, Kohl's, JCPenney