



DESIGNER / DEVELOPER

## CONTACT

Ian L. Redcay  
[www.ianredcaydesign.com](http://www.ianredcaydesign.com)  
Toronto | Ontario | Canada  
ianredcay@gmail.com  
1 (647) 769-6477

## EDUCATION

**Bachelor of Industrial Design**  
Carleton University  
Ottawa, Canada

## KEY SKILLS

Footwear Design  
Technical Development  
Project Management  
Product Illustration  
Trend Research / Analysis  
Brand Strategy  
Team Leader  
Public Speaking  
Cross-Functional Collaboration

## TECHNICAL SKILLS

Adobe Creative Suite  
Procreate/Sketchbook Pro  
Microsoft Office Suite  
Solidworks/Fusion 360  
Luxion Keyshot  
Marvelous Designer  
Adobe Substance Suite  
AI: Midjourney & Vizcom

## PROFESSIONAL SUMMARY

Ian Redcay is an industrial designer and creative professional with 8+ years of design and development experience commercializing performance footwear, technical backpacks, accessories and outerwear.

Skilled in leading multiple projects from concept to completion, Ian leverages a consumer-centric approach to identify strategic opportunities, guide the pursuit of innovation and create compelling product stories. Since assuming creative direction of Power Athletics Ltd, Ian has used this approach to increase turnover by 28.6%, from \$101 Million (USD) in 2021 to \$131 Million (USD) in 2022 and achieve YTD growth of 5.8% in 2023.

Ian's professional goal is to develop accessible, performance-oriented products that enable people to pursue their passions, connect with their communities and live an active lifestyle.

## EXPERIENCE

**Global Product Design Manager** 2022-Present  
Power Athletics Ltd. | Toronto, Canada

Leading the strategic direction of Global Product Development for Bata's private label brand, Power Athletics Ltd, Ian Redcay collaborates with cross-functional stakeholders throughout the Bata organization and generates product strategy representative of the commercial requirements for 20+ countries.

- Manages the Design and Development team for Power Athletics, ensuring footwear collections are delivered on target, organizational objectives are met and seasonal calendar deadlines are achieved.
- Leads the concept creation and technical development of select Running, Outdoor, Heritage and Team Sport product lines.
- Collaborates with international development teams to develop strategic sourcing goals and leverage global production volumes to meet commercialization targets.
- Traveled throughout Latin America, Asia and Europe to analyze market trends, connect with Bata retail partners and translate market insights into accessible product solutions.
- Assisted in the relocation and integration of Bata's outdoor brand, Weinbrenner, from Chile to Canada, resulting in a YoY increase in internal sales of 27% and a renewed focus on design and innovation.
- First Power Product Manager to exceed 1 million pairs ordered during a Bata Global Product Review.

## REFERENCES

Erin Jewell  
Global PD Manager: Bata  
Toronto, Ontario  
erin.jewell@gmail.com

Trung Tran  
Sr. Footwear Designer  
Montreal, Quebec  
trung.tran.design@gmail.com

Alexandra McDonald  
Head of Creative: JC+CO  
Toronto, Ontario  
alexmcdonald120@gmail.com

## INTERESTS

Avid National, Provincial &  
State Park supporter.

Recreational curler and  
ODR hockey participant.

Urban farming and food  
preservation enthusiast.

## INTERNSHIPS

**Footwear Design/Development**  
Power Athletics | 2018  
Toronto, Ontario, Canada

**Industrial Design**  
Rocketship Inc. | 2017  
Provo, Utah, USA

**Technical Gear and Apparel**  
REI Co-op | 2016  
Seattle, Washington, USA

## Product Design Coordinator

2021

Power Athletics Ltd. | Toronto, Canada

- Led the strategic direction of the Power Footwear brand in interim, fulfilling the duties of Global Brand Manager, and reporting to the Bata Chief Product Officer in Italy.
- Managed a team of 5-6 Designers and Developers to deliver seasonal footwear collections and provided development support to internal Bata brands.
- Presented Global collections to Bata's network of 200+ global buyers and stakeholders at international sales meetings across Latin America, Asia and Europe.
- Collaborated with Power's Sourcing Team and Technical Development Manager on the development of future concepts and procurement of performance technologies.

## Intermediate Footwear Designer/Developer

2020

Power Athletics Ltd. | Toronto, Canada

- Led the design and development of the Outdoor and Trail Running product lines.
- Implemented Bata's first global sustainability collection: Power Love Ocean, leveraging post-consumer waste and 100% recycled knit uppers in a performance athletic shoe.
- Travelled across North America, Asia and Europe to assist in the presentation of Global Collections and curate international market trends in the sport and athletic industries.
- Ensured the design integrity, product quality, fit standards and target price of collections were maintained during seasonal development trips to suppliers in China.

## Footwear Designer/Developer

2018-2019

Power Athletics Ltd. | Toronto, Canada

- Supported the design and development of Outdoor product lines.
- Curated seasonal colour and trend documents for Power Global Design team.
- Collaborated with a network of global buyers to execute and deliver SMU requests, ensuring Global Collections aligned with regional market requirements.

## MULTIDISCIPLINARY TEAMS

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### Bata Innovation Cabinet

2021-Present

B.I.S.C. - Bata Innovation Shoe Center | Limena, Italy

As a member of Bata's global panel to research and implement innovation, Ian is responsible for formalizing the innovation process, developing a long-term innovation agenda and validating new technologies through internal testing prior to global launch.

### Bata ONE Team

2022

B.I.S.C. - Bata Innovation Shoe Center | Limena, Italy

Ian was tasked with collaborating with global leaders and defining strategic product objectives in the athleisure category during the Bata ONE Team global leadership summit. This work resulted in the reintroduction of the iconic 1964 NBA basketball shoe, the Bata Bullet, to European markets and led to a renewed focus on heritage sport styles.