



DESIGNER / DEVELOPER

## CONTACT

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## EDUCATION

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

## KEY SKILLS

Footwear Design  
Technical Development  
Project Management  
Product Illustration  
Trend Research / Analysis  
Public Speaking  
Organization  
Attention to Detail  
Creative Thinking  
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 Design: MidJourney

## PROFESSIONAL SUMMARY

Ian Redcay is an industrial designer and creative professional with 6+ years of design and development experience commercializing performance footwear, technical backpacks and outerwear. Excelling in environments where individual expertise is leveraged amongst cross-functional teams, Ian thrives in settings where collaboration is the key to success.

Skilled in leading multiple projects from concept to completion, Ian Redcay leverages a consumer-centric approach to guide the pursuit of innovative design solutions and enable the creation of 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 active lifestyles.

## EXPERIENCE

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

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

- Mentors and leads the Power Global Design and Development team, ensuring footwear collections are delivered on target, organizational objectives are met and seasonal calendar deadlines are achieved.
- Oversees the design and development of all Power global product while leading the concept creation and technical development of select Running, Trail Running, Heritage and Team Sport product lines.
- Collaborates with Bata's China Footwear Services team to develop strategic sourcing goals and leverage global production volumes to meet commercializations targets.
- Traveled throughout Latin America, Asia and Europe to analyze developing 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 Santiago, Chile, into Toronto operations, resulting in a YoY increase in internal sales of 27% and a renewed focus on design and innovation within the brand.
- Youngest Bata Brand Manager to date and the first Power Product Manager to exceed 1 million pairs ordered during a Global Product Review.

## 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

## REFERENCES

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

Trung Tran  
Sr. Designer: Native Shoes  
Montreal, Quebec  
trung.tran.design@gmail.com

## INTERESTS

Avid National, Provincial &  
State Park supporter.

Recreational curler and  
ODR hockey participant.

Urban farming and food  
preservation enthusiast.

## 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.
- Expanded the role and scope of the Power Design team by absorbing the Performance Trail Running product line from Bata's outdoor brand, Weinbrenner.

## 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," which leveraged post-consumer waste in a performance athletic shoe by featuring 100% recycled knit materials, and was supported by a global marketing campaign.
- Travelled across North America, Asia and Europe to assist in the presentation of Global Collections and curate international market trends in the sport and athletics industry.
- Ensured the design integrity, product quality, fit standards and target price of collections were maintained during seasonal development trips to suppliers in China.

## Junior Footwear Designer/Developer

2018

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 initiatives.

## CROSS-FUNCTIONAL TEAMS

### Bata Innovation Cabinet

2021-Present

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

As a member of Bata's global body to research and implement innovation, I source performance technologies for the Innovation Cabinet which 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 for Bata brands at 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.