

# CASEY GREEN



214-546-3414



Dallas, TX



therealcaseygreen@gmail.com



www.therealcaseygreen.com

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## CREATIVE DIRECTOR - HEAD OF DESIGN

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Passionate and inspirational design leader successfully blends conceptual ideas with strategic direction. Initiates future shaping concepts to build the brand and inspire innovative design. Leads the creative vision with a strong focus on brand alignment across multiple categories, driving a consistent design language and big-picture storytelling. Uniquely unites both creativity and operations to solve problems – track record of proactively leading teams and establishing procedures in cross-functional teams to ensure best-in-class product and design initiatives.

**Creative and Design Direction – Trend Analysis and Forecasting – Strategic Direction  
Brand Building – Design Development Process – Organizational Change – R&D – Color and Print  
Leather and Textile Development – Clothing and Accessory Design – Leadership and Mentorship**

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## WORK EXPERIENCE

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### FOSSIL GROUP - DALLAS, TX

JANUARY 2015 - PRESENT

*Sr. Creative Director - Fossil Design*

Lead design team from concept to product commercialization. Define the seasonal concept, key silhouettes, color, materials, print, and novelty. Identify market trends, product opportunities, and storytelling moments. Drive alignment between categories, ensuring a strong brand point of view. Collaborate with Merchandising, Product Development, Marketing, and Visuals teams to share storytelling ideas, inspiration, and the WHY behind the best product moments to engage customers, drive sales, and deliver to business initiatives.

- Set the creative direction and design strategy for all categories comprised of leathers, watches, smart wearables, jewelry, and eyewear resulting in annual sales of \$1.2B
- Recruit, mentor and develop a highly engaged team of 29 to mobilize creativity, innovation, and a fun work environment with a high engagement rate of 71% vs. company rate of 53%
- Implemented speed to market and test strategy utilizing consumer insights to reduce product cycle from 365 days to 120 days
- Increased category margins by 5-10 points through in-depth understanding of design, construction, and costing
- Scout and forecast trends, lead global direction, and meet with manufacturers as part of the Design Council, a 4 person team traveling internationally to drive alignment of 10 Fossil Group portfolio brands, including Michael Kors, Armani, Kate Spade, and Tory Burch

### FOSSIL GROUP - DALLAS, TX

JANUARY 2014 – JANUARY 2015

*Creative Director - Fossil Outlet*

Played key role on core team establishing “made-for” outlet division. Delivered seasonal concept, color palette, key materials, and market trends to shape the product line for all categories

- Launched 2 new categories, jewelry and watches in <12 months
- Established partnership with the Merchandising team to initiate well-balanced assortment meeting financial objectives
- Created divisional alignment for 100+ global stores to build the outlet brand, differentiate from mainline and deliver on strategic initiatives

**FOSSIL GROUP - DALLAS, TX****JANUARY 2013 – JANUARY 2014***Creative Director - CMID*

Instituted and cultivated the Color and Material Innovation and Development (CMID) team. Led research and directed all “blue sky” creative for materials (leather, fabric, PVC) and hardware development by attending trade shows, visiting tanneries, and forming relationships with vendors, hardware manufacturers, and print suppliers to present creative solutions to all product design teams.

- Preemptively developed trend-right materials to shorten sample time by 6 weeks
- Drove alignment across categories to strengthen the brand point of view and met financial goals by reducing costs through consolidation of similar materials

**FOSSIL GROUP - DALLAS, TX****MARCH 2007 – JANUARY 2013***Creative Director - Concept Design*

Defined seasonal concepts, identified trends, and built inspirational presentations to shape brand identity for all divisions. Led color, print, and material development. Established global creative team of 5 through recruiting, training, and mentoring, recognized for resourcefulness and the ability to tackle any initiative including the creation of “Fossil Finds”, an online boutique of uniquely sourced vintage items.

- Launched Fossil’s first Concept team to unify the target customer and align all categories, this retail-first brand focus advanced growth from \$500M to \$1B in 5 years
- Collaborated on photo shoots through model selection, location scouting, styling key looks, and shot selection to deliver all website imagery and 8 catalogs per year
- Chartered social media campaign, pioneering Fossil’s blog, Pinterest, and Facebook, accounting for 4M followers today

**FOSSIL GROUP - DALLAS, TX****JUNE 2004 – MARCH 2007***Senior Designer - Clothing and Accessories*

Designed a full range of accessories, including bags, wallets, belts, hats, scarves, and jewelry. Worked on key innovative designs and sourcing for women’s and men’s apparel specializing in denim, woven bottoms, and outerwear. Detailed product management with a focus on color, hand sketching, technical drawings, specs, and raw material selection.

**ABERCROMBIE & FITCH - COLUMBUS, OH****JUNE 2002 – JUNE 2004***Associate Designer - Clothing and Accessories*

Designed accessories including bags, belts, footwear and hats. Designed denim bottoms, specializing in wash and novelty techniques. International travel for sourcing and production.

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**EDUCATION**

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**Bachelor of Science: Apparel Design, Kansas State University, Manhattan, KS December 2001**

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**ACADEMIC ACCOMPLISHMENT**

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**Executive Education: Mastering Innovation, The Wharton School, San Francisco, CA January 2019**

**International Design Study, American Intercontinental University, London, England, April 2002**

Awarded national design competition to earn semester in London