

Willie Carmichael

willc940@gmail.com

240 -491-6008



willie-carmichael.com

www.linkedin.com/in/willie-carmichael-79b833132

Summary

My name is Willie Carmichael, Since 5th grade I've had a love for sneakers but I didn't realize the story telling aspect was main driver behind that love. I always love that colors can capture a moment time and evoke feeling. For the last nine years I've been strategizing ways to use color theory to shape visual identities, feelings and moments through products. I would the opportunities to work with a brand that captures the strength and electricity of colors through the connection of sports.

Job Experience

Department of Defense (Brightkey ENRD Contract)
Records Clerk

Washington DC
May 2023 to Current

- Responsible for organizing and digitize federal file for upcoming trials.
- Importing digital files to a federal database and organizing with them with attorney teams according to pending cases.
- Time Management for attorney and legal team, I was responsible for logging correct work hours according to time spent on each case every month.
- Responsible for delivering record to each attorney office and transporting back to each holding center.

Art of Banksy Museum
Guide/Cashier

Washington DC
May 2022 to August 2022

- Worked Banksy Museum merchandise sales floor. I was responsible for display set up for museum apparel and souvenirs.
- Tour guide for the Banksy exhibits and set up for interactive display.
- Create a safe and fun environment for tourist and abide by Covid restriction set by the museum.

Genreal Nutriion Center
Manager

Largo, Maryland
August 2020 to May 2023

- In charge of KPI tracking and identifying what product are high volume items and what need to rotated out of the store
- I was responsible deciding which items cater to the local customer base and their health goals
- In charge of the store sales floor mapping and setting up an environment that's inviting and not overwhelming to the customer.
- I was the lead of the sales team and was responsible for scheduling and time keeping.

Major DC

Sales Associate

Washington D.C
February 2019 to April 2020

- Help give a more immersive sales experience that separated itself from typical retail spaces and empowered myself with brand identity of DC's oldest flagship sneaker centered stores.
- Active engagement with customers to creating a warm environment with open conversation to ensure long term customer base.
- Keeping a active knowledge of product and a upkeep of trend to ensure fresh outlook for the brand and cater to customers experience.
- Apart of tracking daily metrics to adjust my approach for individuals sales to hit the daily goals.
- Recognizing sales and fashion trends to adjust focus on seasonal special product also refining visual displays for higher promoted products.
- Apart of the focus group to overlook new in-store exclusive hat design and concept.
- Guiding customers effectively on product based on their needs, explaining a focus on function or fashion, and helping them meet their needs based on daily routines.

Personal Skills

Problem- Solving	Team Building
Leadership	Color Design
Communication	Material Design
Networking	Customer Service
Customer Resoultion	Design Briefs
Brand Development	Driving Heavy Machinery

Technical Skills

adobe illustrator	●●●●●●●●○○
adobe photoshop	●●●●●●●●○○
microsoft word	●●●●●●●●○○
microsoft powerpoint	●●●●●●●●○○
records filing	●●●●●●●●○○

Education

Arsutoria School E-Learning

September 2020-December 2020

- Three month Intensive course exploring the heritage of Italian made footwear material.
- Learning the history of "The Life a Shoe" with Italian craftsmanship.
- Discovering Footwear innovation with Italian made shoes and silhouettes.

Fashion Institute of Technology | Sneaker Essentials Program

April 2019- December 2019

- Yellowbrick E-Learning Program
- Brand Design centered around Athleisure and Motorsports
- Created a visual identity for motorcycle lifestyle brand
- Learned to create a brand voice that focused on dynamic color and sleek silhouette that blend performance and the wide open road lifestyle.

Pensole Footwear Design Academy | PNCA MLab Portland, Oregon

August - December 2017

- Intensive Design 12-week Course in Color & Material Design
- The Color & Material for Jordan Brand Kids
- The goal was to design product that will make Jordan Brand relevant to the next generation
- My role as the Color & Material is make the product " Fun, Safe and Cost affective " designed for the elementary age group.
- The design was centered around soccer and kids routines balancing school, play and creativity with focus on performance function on sports.
- Created high energy color palette to reflect playfulness of the consumer background and still uphold the ethos of Jordan Brand.
- Reinforced Safety with high abrasive and comfortable materials that cost affective.
- Was task with visual story telling the heritage of Jordan and make the brand connect with different sports and age groups.

Pensole Footwear Design Academy | KicksKamp

Portland, Oregon
July 2017

- One Week Intensive Design Course worked with the Color & Material Design Team
- The goal was to design a shoe promoting the grand opening of the Grove Hotel
- Apart of a five person team showcase the quirky, charming and eccentricness of The Grove
- I was able to connect the luxury aesthetic of The Grove tie it in with creative fluidity of Portland, OR
- The objective to balance the style of old luxury and showcase vibrancy Portland and uphold the brand ethos.

Prince Georges Community College

Largo, Maryland

-Majored in Business/ General Studies

September 2012 - August 2015

Honors & Awards

Pensole | PNCA Full Scholarship Recipient.
Winning team for the Pensole Kicks Kamp design Competition.
Major DC Internship turn hire.
Propane Forklift & Standing Electric Forklift Certification (2020)