

**DAN  
BOLINSKI**

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**REEBOK INTERNATIONAL // CANTON, MA**

**Design Manager / CrossFit, Running, Outerwear // April 2018 - Present**

- Lead designer for apparel offerings
- Set design direction for each category based off of global brand direction
- Manage multiple teams per apparel categories

**Design Lead / CrossFit // June 2016 - April 2018**

- Lead men's designer for all CrossFit apparel offerings
- Worked with senior leadership to set direction for CrossFit collection
- Manage junior members of the design team
- Present category direction to key external CrossFit partners

**Senior Apparel / Graphic Designer, CrossFit // June 2014 - June 2016**

- Lead men's designer for apparel offerings and graphics
- Created sport specific graphics for men's and women's performance apparel ranges
- Manage junior members of the design team

**NEW BALANCE - WARRIOR // ALLSTON, MA**

**Senior Apparel Designer, Team Sport // October 2013 - June 2014**

- Lead designer for apparel offerings across all team sports: lacrosse, baseball and hockey
- Responsible for the development of all packaging and hangtag systems for apparel
- Created sport specific graphics for both lifestyle and performance apparel ranges
- Help to mentor junior members of the design team

**NIKE INC. // BEAVERTON, OR**

**Apparel Designer, Basketball // May 2011 - May 2013**

- Primary designer for NCAA men's and women's on court uniforms
- Responsible for all licensed basketball apparel offerings
- Created team specific graphics and stories

**REEBOK INTERNATIONAL // CANTON, MA**

**Apparel Designer, Reebok Brand // September 2009 - May 2010**

- Responsible for the design of the Running and Global football apparel

**Apparel Designer, Sports Licensed Division // July 2007 - September 2009**

- Responsible for the creation of apparel for professional athletic teams
- Worked on both Reebok and Adidas identity projects
- Created large format illustrations for brand sales meetings

**Freelance Designer // November 2006 - July 2007**

- Directly involved in the creation of performance apparel for Reebok's 2008 fall clothing line

**Design Intern // September 2006 - November 2006**

- Active member of the SLD design team, involved in the creation of apparel for professional athletes

**DAN BOLINSKI DESIGN // BOSTON, MA**

**Freelance Design and Illustration // 2007 - Present**

- Working with a variety of clients aiding in the creation of illustrations, branding apparel and digital design work

**EDUCATION**

**Rochester Institute of Technology // 2003- 2007**

Degrees // BFA - Industrial Design, AS - Illustration

Awards // RIT student Merit Award winner 2007, IDSA Northeast District Merit Award winner 2007

**SOFTWARE SKILLS**

Photoshop, Illustrator, InDesign, lightroom, Premiere, Microsoft Office

References available upon request