

JACQUELINE CORNELIUS

jax@decipher.com
linkedin.com/in/jacquelinecornelius
decipher.com

Multi-faceted Director with an extensive background in various disciplines. Passionate about balancing the beauty of Art and technicality of Science to create unique experiences by sparking curiosity.

My experience in CMF brings an empathetic approach to innovation and achieving goals as a cross functional team.

experience

Nike, Inc Beaverton, Or.

2023-2025 **Footwear & Apparel Design Director, APLA Express Lane (GEL Update)**

Led trend and consumer insights analysis to craft regionally relevant storytelling for the Asia Pacific and LatAm markets. Drove cross-category alignment through cohesive narratives and strategic, close to market creative problem-solving. Collaborated across merchandising, design, marketing, and development to translate vision from concept to consumer. Fostered a fast-paced, inclusive culture grounded in market-specific insights and supply chain feasibility.

2017-2023 **Footwear Design Director, North American Express Lane (GEL Update)**

Led product storytelling and CMF/CMG strategy with a sharp focus on the North American consumer. Built and scaled a high-performing team, accelerating talent and driving cross-gender, cross-category creation. Leveraged trend and consumer insights to guide digital speed palette/library development and storytelling excellence. Collaborated cross-functionally to solve complex challenges, balancing speed, strategy, and supply chain realities with enterprise thinking.

2016-2017 **Footwear Senior Color Designer, Running Special Projects**

Drove CMF design with a focus to bring lifestyle energy through small capsules and external collaborations. Translated trend and consumer insights into impactful CMF solutions at speed. Partnered cross-functionally to navigate ambiguity, solve creatively, and align design with global business goals.

2014-2016 **Footwear Senior Color Designer, North America Product Creation**

Led product storytelling and CMF design with a North America consumer lens, driving cross-gender and cross-category creation. Built and scaled a high-performing team, accelerating talent and fostering strategic collaboration. Translated trend and consumer insights into compelling narratives and CMF solutions, balancing speed, creativity, and supply chain feasibility.

2013-2014 **Footwear Color Designer II, North America Product Creation**

Drove product storytelling and CMF design for the North America consumer, with a focus on cross-gender and cross-category creation. Collaborated across functions to deliver at speed, solve creatively, and align with supply chain and enterprise priorities in a fast-paced, ambiguous environment.

Belkin International, Inc Play Vista, Ca.

2012-2013 **CMF Manager, Mobility Softgoods**

Built and led a CMF design team focused on innovation and R&D within consumer tech. Developed custom coatings and material solutions rooted in trend and color analysis. Established scalable production standards and design systems while managing cross-functional collaboration and vendor communication across global supply chains. Delivered high-quality, manufacturable solutions at speed through strategic thinking and creative problem-solving.

2011-2012 **Senior CMF Designer, Mobility Softgoods**

Led a CMF design team focused on innovation and R&D within consumer tech. Translated trend and color insights into production-ready solutions, while developing scalable systems, standards, and a robust CMF archive. Collaborated cross-functionally and with global vendors to deliver and refresh designs at speed, balancing creative problem-solving with production feasibility.

2010-2011 **CMF Designer, Mobility Softgoods**

Executed CMF design and development with a focus on production standards, manufacturability, and speed. Collaborated cross-functionally and with global vendors to deliver high-impact material solutions. Solved creatively under tight timelines while ensuring consistency and quality across product lines.

Misaine, Inc Gardena, Ca.

2009-2010 **Graphic Designer/Project Manager, Global Ceramic & Plastic Serve ware**

Led design projects across graphic, ceramic, and surface/material disciplines, with a focus on glaze development and print/pattern creation. Managed a team and timelines from concept to execution, collaborating cross-functionally to deliver innovative, production-ready solutions. Applied strong problem-solving skills to translate creative vision into tangible design outcomes.

education

may 2003 **University of Florida, School of Art and Art History Gainesville, Fl.**

BFA Graphic Design

oct 2019 **Para Gel New York & Tokyo.**

Japanese builder gel Instructor (Nail Art/Design)

skills

technical CMF R&D - Seasonal CMF Tool Development (Color, Material, Coatings, Inks) - Softgoods Product Development - Munsell Hue Color Proctored & Tested - Raw Material Knowledge base (Plastics, Leathers, Textiles, Synthetics, Compounds) - Surface Design - Footwear Product Creation - Apparel Development - Apparel Manufacturing (samples, lab dips, press checks) - Design Direction - Creative Strategy -Trend & Marketplace Analysis - Color and Material Palette Creation - Graphic Design - Print & Pattern Design - Creating & Executing Product Narratives

leadership Building & Leading Teams - Accelerating Talent - Leading with Empathy & Courage - Navigating Ambiguity - Enterprise & Strategic Thinking - Deciphering Complexity - Listening to Lead - Inspiring & Sparking Curiosity

software Adobe CS - Chat GPT - Vizcom - Miro - Tableau - Smartsheets - Microsoft 365 - MMX (viewing) - PCX (viewing) - Zoom - Box - Keynote - Slack - Workday