

# JACQUELINE CORNELIUS

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Multi-faceted Director with a comprehensive background spanning various disciplines. I am passionate about harmonizing the beauty of art with the precision of science to create unique, curiosity-driven experiences.

My expertise in CMF allows me to bring an empathetic and innovative approach to every project, fostering collaboration and driving results as part of a cross-functional team. I thrive on inspiring others and achieving ambitious goals through creative solutions and strategic partnerships.

## education

- may 2003 **University of Florida, School of Art and Art History**  
Gainesville, Fl.  
BFA Graphic Design
- oct 2019 **Para Gel Japanese Nail Gel**  
New York & Tokyo.  
Japanese builder gel Instructor

## experience

- 2025-Present **Deciipher Studios Beaverton, Or. CMF Strategist and Trend Forecasting**  
Research emerging color, material, and finish trends across industries to inform seasonal CMF strategy. Translate cultural, consumer, and market insights into actionable design direction for product teams. Develop visual reports, material palettes, and future-focused frameworks to guide innovation and inspire cross-functional alignment.
- WGSN CMF Trend Reporter, Consumer Tech**  
Conduct research, identify, and report on emerging trends in CMF consumer technology, AI, user behavior, and related industries. Translate cultural shifts, material innovations, and digital advancements into insights for design, product, and innovation teams. Develop visual reports and strategic narratives to guide future development.
- 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 across merchandising, design, marketing, and development 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.

## 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 - Keyshot - Agentic AI - Vizcom - Miro - Tableau - Smartsheets - Microsoft 365 - MMX (viewing) - PCX (viewing) - Zoom - Box - Keynote - Slack - Workday