

# SHEILAH MAC BAIN

INDEPENDENT PRODUCT DESIGNER AND CONSULTANT

Portland, OR

[sheilah.macbain@gmail.com](mailto:sheilah.macbain@gmail.com)

Highly accomplished product designer with over 25 years experience in the Outdoor and Sporting goods industry. Well versed in team dynamics, technical and production aspects of the business but most importantly the creative design process. I employ a creative solution based design process that incorporates hand crafting for optimal results. I excel in making something from nothing.

## Experience

### Senior Design Consultant

Portland, OR  
Oct 2017 - Present

Research, concepts and design/innovation

Clients are:

VF Corp. Innovation project for The Northface  
Caldera Sustainable fashion work shop series  
Start up accessory company  
Hoka

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### NSW Senior Designer - Sportswear and Outerwear

WHQ Beaverton, Oregon  
Aug 2013 - Mar 2017

### Nike Inc.

Responsible for creating Sportswear Outerwear design esthetic, specifically on the Brand supported IP - Aeroloft technology featured in Outerwear from 2014 - 18. Skilled in fostering strong cross-functional partnerships with development and Product management to ensure the feasibility and execution of my design intent.

Key contributor to women's SW Apparel and lead designer for Women's SW expression of Medal Stand uniform for Rio 2016 Olympics.

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Senior Designer - Global Outerwear COE (Center of Excellence)

WHQ Beaverton, Oregon  
Aug 2011 - Aug 2013

## Nike Inc.

Informed and inspired by over 40 years of Nike's history in helping athletes move, I created a chassis, a "Freedom of movement" system, that releases the athlete from the restrictions of an Outerwear garment (see patent information below).

Responsible for creation and presentation of seasonal OW collections for Women's Sports and Sports Wear categories. Fostered strong cross-functional partnerships with development team and Product management teams to ensure the feasibility and execution of my design intent.

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Senior Designer Action Sportswear and Outerwear

WHQ Beaverton, Oregon  
Jul 2008 - Aug 2011

## Nike Inc.

Created compelling collections for the action sports market by weaving the fabric of the team athletes personal stories and reflecting their product insights into the on mountain and surf apparel. Innovation is what sets Nike's apart in the industry, as a designer innovating something as simple as the ubiquitous Triangle Bikini top in the action sports industry is tacit. By creating a simple adjustment system, moving the pressure of the knot off the surfers spinal column, we enhanced the long term comfort and ultimately the performance of the athlete. (See patent info below) Additional Innovation in swim manifest in explorations involving bonding techniques and lock out support utilizing data from deep dive on the women's performance bra.

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Design 2/Senior for Nike ACG (all conditions gear)

WHQ Beaverton, Oregon  
Nov 2005 - Jul 2008

## Nike Inc.

Interface directly with and glean insights from ACG Athletes to create compelling seasonal stories and industry leading Snow and sportswear apparel. Key contributor to ACG Considered task force who established key principles informing the sustainable index for Nike apparel. For example, leading Nike design with extensive research and design trials for greater marker efficiency.

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Designer 2 Strategic Response team - Key accounts

WHQ Beaverton, Oregon  
Apr 2003 - Nov 2005

## Nike Inc.

Responsible for creation and presentation of fast track women's apparel seasonal collections for Nike Key Footwear accounts Lady Footlocker and Finishline. Collections included conceptual sketches by hand, and in computer, Proto request, material choice, color, fit sessions and meeting with accounts to present collections.

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PLM - Originals Apparel and Footwear

Adidas America Portland Oregon  
Jul 1998 - Apr 2003

## adidas International

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CEO - Design Director

Hood River, Oregon  
Jul 1988 - Jun 1998

## Visual Speed Inc.

Co-Founded, and built from the ground up, a highly competitive and industry leading windsurfing accessory and snowboarding apparel brand with in house manufacturing capabilities. The Brand grew into half million dollar company within 6 years. I was responsible for executing most aspects of the product creation cycle from research to conceptual sketching, Draping and pattern-making to 1st proto construction, tradeshow and overseeing of final production.

## Freedom of Movement Patent

Inner stretch chassis connects to sleeves and releases the athlete within the Outerwear garment for freedom of Movement. Nike "Hyper adapt" IP technology.  
Please see above URL for a technical description.

### Patents

## Swim Adjustment Patent

Sliding Neck strap adjustment system for Swim Top. The system moves adjustment "knot", off the spinal column to sides of neck for ease of movement when surfing. Please see above URL for a technical description.

### Design and technical proficiencies

## Well versed in:

French draping  
Flat pattern  
Construction  
Adobe Illustrator and photoshop  
Word  
Excel

### Education

AA and Certificate in Apparel Design

**Diablo Valley College**

Pleasant Hill, California  
Sep 1983 - Jun 1987