

Fletcher Eshbaugh Creative Leader

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beautyblender®

Creative Director 2021-Present, Head of Visual Merchandising 2018 - 2021, Contract Client 2017, Beautyblender

Currently leading the Creative Team encompassing Digital, Print, Packaging, Copy, and Visual Merchandising. Managing director of all day to day operations ensuring all team and company goals are accomplished successfully. Key responsibilities: Management of Team, Photo Shoots, Creative Direction, Digital, VM, and Print creation and alignment. Hands on as needed, have successfully lead design in all Creative facets solely. Previously lead Visual Merchandising team until promotion to Creative Director mid-2021.

BAVGH

Founder, 2020-Present, Bavgh Studio

Designer and founder of the Bavgh lifestyle brand focusing on the intersection of psychology and design. Focus is on creating products that are the physical representation of psychological conditions with a focus on reframing and redirecting energy, specifically negative facets into a positive outcome. Responsible for brand concept, products, branding and positioning. Dedicated to creating a more meaningful space in the commercial product sector and destigmatizing the need for mental hygiene.



Creative Director 2016-2017, Mundi Westport

Creative Director for Men's division responsible for design direction of product for Timberland, Nautica, & Steve Madden brands. Focus on creative direction, design, & implementation of men's accessories and packaging for each brand. Cultivated relationships with our licensees, & oversaw both design & development teams.



Lead designer 2013-2016, The Money Team

Lead designer of The Money Team-top money earning boxer Floyd Mayweather's apparel & accessories line. Instrumental in developing the core brand & identity, along with design & implementation of all products within the range. Worked directly with the president on high profile trips to meet Floyd in order to align on product vision.



Senior Designer 2009-2015, Coach Inc.

Collaboratively grew the men's product category from \$200m in 2009 to over \$700m in sales in 2015. From 2012 - 2015 was responsible for the best selling & largest men's collection representing 42% of the men's business. As business needs shifted, was hand selected to lead the redesign of core business silhouettes, developed the first wholesale program for men's product, & the design / implementation of Men's runway styles. Additionally, oversaw development on-site in China in conjunction with our overseas partners.



Principal 2008-Present, Ith Studio

Established in 2008 with a focus on soft goods, along with branding & identity of startups with the need to create a distinctive identity in already crowded market segments. A majority of this work has been in the fashion & cosmetics industries with the work being successful establishing each brand in their respective fields.



Client list 2004 - present

LG | Coach Inc. | Covergirl | Walmart | Dell | Airwalk | Sperry | Kohl's | Victoria's Secret | Miller Brewing Company | CB sports | Champion Elite | Gap Inc. | Tommy Hilfiger | Juicy Couture | Elave | Naturade | Sweat Tailor | Curves | Patchology | Dermarché Labs | East End Temple | Creative Solutions | Dr. Lauren Becker | Beautyblender | Ergobaby | Living Proof | The Gregorian Hotel | Additional clients available upon request.

NINE WEST

Lead Designer 2003-2004, Nine West

Tenure included working as Lead Designer for Nine West retail & Lead Designer for the Esprit brand. Introduced a fresh perspective to both footwear lines & brought new design processes to the company. In addition, analyzed markets & trends through frequent North American & European trips. Quarterly trips to oversee prototyping & production in Asia.



Design Director 2000-2003, Faryl Robin

Responsible for designing & overseeing footwear, graphic, packaging, & environmental aspects of the brand as well as overseeing development & production in Asia. Integral in developing the brand & identity in conjunction with the owner. Together we advanced the company from startup into a full range women's footwear brand.



Guest lecturer, guest instructor, design juror 2002-2014

Guest lecturer and instructor for Pratt, Parsons, & the Teen Art Salon. Focus on educating, supervising, and critiquing projects as an instructor & juror. Lectures centered around multi-disciplinary design tempered with practical application in the business world.



D.A.A.P Program, College of Design, Architecture, Art, & Planning, University of Cincinnati

Bachelor of Science, Industrial Design, 2000. Completed internships at Design Central, New Balance, & Ecco ID as part of the school's cooperative learning program.