



# RYAN MASCARO

PRODUCT DESIGN // CREATIVE DIRECTION

## ABOUT

Product designer and creative team manager with 20 years of experience innovating and evolving some of the world's most iconic brands.

Expertise in creative strategy and design, with experience leading high-performing teams, optimizing process and scaling a global accessories department from inception to one of the largest in the industry. Passion for mentoring and putting as much time into people as product.

Leverages trend forecasting and marketplace insights to create timely, commercially successful product lines across multiple brands, categories and levels of distribution. Adept at working cross-functionally and with strategic partners to drive growth initiatives and tell unique seasonal brand stories.

## BRAND PARTNERSHIPS



## CONTACT

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## WORK

### SENIOR DESIGN DIRECTOR • ACCESSORIES

Haddad Brands | September 2005 - June 2025

- Designed and managed execution of global accessory development for multiple adult and youth licenses across a talented team of designers.
- Most recent work focused on designing and managing product creation for Nike, Jordan Brand, Levi's, Converse, Hurley, 3Brand, and Polo Ralph Lauren.
- Product categories included bags, wallets, belts, luggage, headwear, SLG's and cold weather accessories.
- Global Design Lead for Jordan Brand Bags & Equipment.
- Collaborations with Kith, Supreme, Union, Honor the Gift, Paris Saint-Germain, Solefly, Trophy Room, Eastside Golf, Coca-Cola and Hello Kitty.
- Creatively launched the accessories department for the company and helped grow it to a \$200M annual business.
- Worked with senior leadership on new business pitches.
- Secured global licenses for:
  - Jordan Brand Bags and Equipment
  - Hurley Accessories
  - Converse Accessories
  - Polo Ralph Lauren Youth Accessories
- Managed departmental design calendar to ensure deliverables are met at all needed gates and dates.
- Hired, mentored and developed team members with a priority on setting them up for success and creating a clear path to grow.
- Partnered cross-functionally to deliver timely, trend-right, commercially successful product within margin for our target consumer across diverse range of brands, categories, distribution channels and product tiers.
- Collaborated with apparel, outerwear and hosiery teams to cross-pollinate ideas and achieve a common thread across all product categories in every brand.
- Partnered with Merchandising and Sales teams to develop seasonal line plans for multiple consumer constructs and distribution channels in each brand.
- Attended trade shows and spearheaded research and development of progressive, innovative silhouettes, advanced material, trim and logo executions.
- Responsible for departmental trend reports and forecasting.
- Set the vision for the showrooms with our Visual Merchandising team.
- Supervised the departmental seasonal sampling process.
- Traveled domestically and internationally to collaborate with partners, clients and factories, supporting all levels of the business.

## EDUCATION

FIDM

Design / Product Development

UC SANTA BARBARA

BA, Sociology