

Design Intern

Power Brand - Power Athletics Ltd - Toronto, ON

Power Athletics Ltd is a Canada-based company and part of the Bata Shoe Organization. Power creates desirable and accessible athletic footwear and inspires all people to 'Play On' by committing to an active and fitness-oriented lifestyle. The Power footwear brand is distributed throughout 20 countries around the world, primarily through Bata retailers, and appeals to a broad range of recreational athletes and fitness enthusiasts. Power provides athletic footwear of excellent value, with comfort, quality, style and technological features as key deliverables.



As a Design Intern you will be responsible for assisting in the following:

- Researching markets and competitors to identify emerging trends.
- Creating compelling footwear designs to meet target prices with oversight from sr. designers.
- Developing colour stories and choosing materials for footwear projects.
- Preparing technical drawings.
- Helping develop your designs into final samples.
- Communicating with overseas manufacturers.
- Creating Special Make Up projects (SMUs) with international buyers.
- Collaborating with product and marketing teams to identify areas of opportunity and marketing stories.
- Developing materials such as rendering, catalogues, videos, or presentations to support the footwear projects.
- Organizing and prepare samples.

Skills and Abilities:

- Proficient in Adobe Illustrator, Photoshop and Microsoft Office.
- Ability to work both independently on projects and to collaborate with the design team.
- Must have the ability to keep on task to meet deadlines.
- Ability to juggle multiple projects at once.

Qualifications:

- Bachelor of Industrial Design completed or completed 3rd year and seeking internship.
- Must have legal working status in Canada.
- Should possess an interest in sports and wellness.

Application: Please send your resume and portfolio (or link to website) to:
Erin Jewell – Global Brand Manager
erin.jewell@powerfootwear.com

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