

ALEJANDRO AZNAR

CREATIVE // PRODUCT DESIGN // INNOVATION: SNOWBOARD, STREETWEAR & TECHNICAL OUTERWEAR

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Designer and brand founder driven by product and storytelling: how details, materials and construction choices elevate both performance and identity. Strongest in creative conceiving and AI-assisted visualization, most drawn to innovation that moves a product forward technically, not just visually. Self-taught, seeking a junior or associate role to learn and grow within a creative team.

EXPERIENCE

Founder, Designer & Creative Lead · SUEDE1988

2022 - Present

- Founded and launched a snowboard-inspired apparel brand from scratch, owning brand identity, product narrative and creative direction.
- Designed and commercialized 14 softgoods and hardgoods products through full production cycles, launching in Spain and the U.S.
- Built production-ready tech packs for all 14 products (material specs, colorways, artwork placement, construction notes, size grading).
- Led sampling across multiple iteration rounds, evaluating prototypes against design intent and performance before approving production.
- Sourced and specified organic cotton, suede trims and custom hardware, balancing quality, sustainability and cost targets.
- Ran art direction, campaign concepts and Shopify e-commerce as a one-person creative team, including fulfillment and customer experience.

Creative Collaboration & Brand Strategy · 986 Productions

2026 - Present

- Designed a 6-SKU co-branded goggle collection for the 2027/28 winter season, from product concept to colorway system and artwork.
- Led brand positioning, SWOT analysis, rebrand strategy and go-to-market approach for an emerging apparel label.
- Support material selection, product testing and manufacturer communication alongside the founding team.
- Advise on collaboration strategy: identifying brand-fit partners, structuring co-branded concepts and shaping partner outreach.

Concept Design & Innovation · Independent · aaa1988.com & @outfitted.archive

Ongoing

- Developed self-initiated concepts across outerwear, footwear and hardgoods, including a pump-fit snowboard boot and jacket technology.
- Start each concept from a real performance problem and work toward new materials, constructions or systems that could solve it.
- Reimagined brands as full snow capsules on @outfitted.archive, a project featured by Snowboard Mag.

Outdoor Education Coordinator · Silverthorne Elementary

2020 - Present

- Built an outdoor sports program across 4 disciplines (snowboarding, skiing, climbing, cycling) serving 300+ students a year, fully funded by organizing fundraisers that raise \$10,000+ per year.
- Secured partnerships with Copper Mountain and Arapahoe Basin; co-lead a Teton Gravity Research collaboration.
- Manage full program operations: budgeting, vendor relationships and equipment sourcing.

CORE SKILLS

Concept design & innovation · AI-assisted concept visualization · Brand identity & creative direction · Product & apparel design · Softgoods & hardgoods · Collection development & tech packs · Materials sourcing & specification · Sampling & prototype review · Manufacturer communication · Adobe Illustrator · Affinity

EDUCATION

B.A. + Master's, Physical Activity & Sports Sciences

2006 - 2012

Universidad de Lleida, Spain · Outdoor Sports Management · Minor in Snowboarding

Master's, Secondary Education

2016 - 2017

Universidad Camilo José Cela, Madrid, Spain

LANGUAGES

Spanish (Native) · English (Full professional proficiency) · French (Basic)

WORK RIGHTS

Full EU work rights via citizenship, no sponsorship required across EU. Currently in the U.S. on an H-1B visa (Frisco, CO).

BACKGROUND

20 years riding · U.S. & European snowboard communities · International experience across Spain, Vancouver, Innsbruck, Andorra and Colorado · Open to relocation and travel