

HALLE MILLIEN

Director of Design - Accessories, Brand & Product Systems

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EXECUTIVE SUMMARY

Senior design and brand leader with 18+ years of experience driving accessories and consumer product design across multi-brand, global organizations. Proven track record leading high-performing teams, building scalable design systems, and translating consumer insights into commercially successful product assortments. Deep expertise across accessories, jewelry, personalization, and brand storytelling, with a strong focus on growth, speed to market, and cross-functional partnership. Experienced operating across heritage, premium, and mass-market brands, including leadership roles supporting \$150M+ product businesses.

CORE CAPABILITIES

- Global Accessories & Product Design Leadership
- Brand Systems & Visual Identity Development
- Category Strategy & Seasonal Assortment Planning
- Consumer Insights & Trend Translation
- Cross-Functional Partnership (Merch, PD, Marketing, Operations)
- Scalable Design Systems & Process Optimization
- Team Leadership, Hiring & Talent Development
- Speed-to-Market & Operational Excellence

EXPERIENCE

GLOBAL DESIGN DIRECTOR - PERSONALIZATION AND ACCESSORIES

Crocs / Denver, CO | July 2023 – Present

[crocs.com](https://www.crocs.com)

Lead global design strategy for Crocs Personalization, overseeing creative vision, product design, and storytelling across a \$300M+ global business. Partner closely with Product Development, Merchandising, Marketing, and Operations to deliver brand-right, scalable personalization products aligned to consumer demand and business objectives.

- Lead and develop a global team of 9 designers responsible for personalization design across product, accessories, and packaging
- Define and execute long-term design strategy to grow the personalization category while maintaining brand consistency and commercial viability
- Translate consumer insights, trend forecasting, and market data into seasonal personalization assortments aligned with footwear franchises and global brand initiatives
- Drive cross-functional alignment to ensure design execution meets margin, cost, and speed-to-market requirements
- Establish design systems, workflows, and best practices to improve efficiency, quality, and global consistency across teams and partners
- Develop concepts and visual storytelling that guide marketing, collaborations, and seasonal campaigns
- Present design vision, strategy, and product direction regularly to executive leadership and global stakeholders
- Travel globally to support partner relationships, factory collaboration, and trend research

EXPERIENCE - CONTINUED

GLOBAL ASSOCIATE CREATIVE DIRECTOR

Fossil Group | Dallas, TX | Apr 2014 – Nov 2015

www.fossil.com , www.skagen.com and www.michaelkors.com

Led global jewelry and accessories design across Michael Kors, Fossil, and Skagen brands, partnering with brand, product development, and marketing teams to deliver seasonally relevant, brand-right collections at scale.

- Directed creative strategy and execution for global jewelry assortments across multiple brands and market tiers
- Led and mentored a multidisciplinary global design team, fostering high creative standards and consistent brand expression
- Partnered with Brand, Product Development, Packaging, and Marketing to align design output with brand positioning and commercial priorities
- Developed seasonal collections informed by trend research, consumer insights, and brand strategy
- Managed overseas factory relationships, development timelines, and quality standards through PLM and cross-time-zone collaboration
- Oversaw sample review and production approval to ensure design intent, quality, and cost targets were met

DIRECTOR OF DESIGN AND MARKETING

Saint Vintage / Atlanta, GA | Apr 2014 – Nov 2015

Launched and scaled a new accessories brand in partnership with a national retailer, overseeing all creative, product, and brand development efforts.

- Led all phases of design and brand development from concept through product launch
- Built brand identity and marketing strategy to support national retail distribution
- Collaborated with international partners to develop manufacturing and sourcing capabilities
- Presented collections through trade shows, retailer presentations, and digital marketing channels

CREATIVE DIRECTOR (2009 – 2014)

SENIOR DESIGNER (2006 – 2009)

Spectragem, Inc. / Atlanta, GA | Dec 2006 – Apr 2014

Led private-label jewelry design for global retail and television clients, managing teams and delivering commercially successful collections aligned to brand and marketing strategies.

- Directed end-to-end design execution from concept through production for international clients
- Managed and developed design teams supporting high-volume private-label programs
- Designed brand-specific collections aligned with strategic marketing and retail objectives

INDEPENDENT WORK

[HEART THE STONES](#) - Founder & Creative Director

Founded and launched a fine jewelry brand blending storytelling, materiality, and cultural narrative. Partnered with the Natural Diamond Council on collection development and brand storytelling.

- Oversee brand identity, product design, sourcing, and creative direction
- Lead go-to-market storytelling and content strategy
- Manage cross-functional partnerships to bring collection to market

EDUCATION

Exec. Education / Innovative Product Leadership: The Emerging Chief Product Officer | Stanford Graduate School of Business - 2021

Exec. Education / Re-Imagining Strategy with Design Thinking | Harvard Business School - 2021

Associate of Applied Science / Design - Jewelry | Fashion Institute of Technology

Bachelor of Science / Biology | Simmons University