

SUMMARY

15+ years translating consumer insight into market-ready innovation across product, footwear, softgoods, technology, apparel, and retail. Proven collaborator and hands-on problem solver for startups, rising brands, and Fortune 500s, from trend foresight and HCD research through product creation and retail activation. Comfortable in the boardroom, the factory floor, and leading the workshop. Driven by the belief that what's on your feet shapes how you move through the world. Footwear is foundational. If you're building what's next, let's talk.

SKILLS

Tech Packs / Design for MFG / 3D Proof-of-Concept / CMF / Materiality / Texture / Production Documentation & Handoff / Merchandizing / Product Line Planning / Complex Problem Solving / HCD Research / Customer Segmentation / Strategic & Critical Thinking / Journey Mapping / Trend Foresight / Data Analysis / Study Guides / Interviews / Workshops / Visual Storytelling / UX Storyboarding / Rapid Visualization / Sketching / Ideation / Exploration / Generative AI / Collections & Capsules / Machine Sewing / Hand Fabrication / CNC MFG / Laser Cutting / Fixture & Display Design / Visual Communication / Naming / Typography / Packaging / Hang Tags

EXPERIENCE

[FOOTWEAR SERVICES]SM | FOUNDER INNOVATOR DIRECTOR | JAN 2026 - PRESENT | PORTLAND OR

Independent creative consultant specializing in future footwear experiences and lifestyle brand building, providing strategic design direction for emerging underdogs and heritage brands. Lead end-to-end innovation processes including discovery, concept incubation, technical product creation, and the development of strategic roadmaps for sustained growth. Utilize generative AI platforms and visual storytelling to drive category innovation, brand direction, and brand collaborations.

STARBUCKSCOFFEE | GLOBAL STUDIO DESIGN LEAD: STORE CONCEPTS | JAN 2023 - MAY 2025 | SEATTLE WA

- Served as a critical thought partner to VPs and CEO, leading rigorous strategic analysis and synthesizing insight into a compelling presentation for the cafe espresso maker featured at Investor Day 2026 "Back to Starbucks," which supported a 24% stock increase into May.
- Scoped and quarterbacked "Future of the Third Place," a long-range strategic project translating primary and secondary research into 2035 growth scenarios. Co-created a playbook for Gen Z & A coffeehouse activations.
- Led executive workshops, strategic decks, and discussion guides that mobilized Product, Brand, and Retail teams around a shared growth plan, increasing decision efficiency.
- Partnered with supplier Vitamix on a cross-functional growth initiative for a next-gen cafe blender, cutting noise and blend time by 8% and lifting product satisfaction.
- Diagnosed usability gaps and prioritized a bakery case display redesign, improving barista speed-to-clean and increasing in-trial sales by 5%.

ALDC.CO | DIRECTOR & DESIGN MANAGER | JAN 2016-DEC 2023 | PORTLAND OR - SEATTLE WA

- Founded an interdisciplinary studio and managed 20+ clients and mentored six interns. Delivered creative vision, experience innovation, industrial design, and visual communication for industries including apparel, med tech, healthcare, humanitarian, B&M retail, SaaS, and automotive.
- Energized Hemex Health's early development stages - ID & UX design process & deliverables helped raise \$4M in private investment and earned \$2.7M in revenue in 2022.
- Directed the industrial design of a universal information service which operates in the most remote places and functions even when nothing else does. Designs and deliverables helped raise \$150K in private capital investment.
- Created strategic CPG concepts for the Starbucks VIA brand that allowed instant coffee to reach \$100M in sales within its first 10 months and peaked at \$250M.
- Defined positioning strategy, brand language, and logo mark, color palette, design language, & tech packs for LIFT Industrial Safety gear, now valued at \$12.1M.
- Designed Oregon's first community-led LGBTQ+ primary care, mental health clinic, & pharmacy serving 450 patients in 2017 to over 1400 in 2020.

ZIBA | DESIGN LEAD: EXPERIENCE STRATEGY | OCT 2013-DEC 2015 | SR ID DESIGNER OCT 2011-OCT 2013 | PORTLAND OR

- Authored a 10-year future vision and product roadmap for Intel's silicon platforms, defining two next-gen product collections for third-party development.
- Built an integrated strategy plan and brand ecosystem for audio and mobile accessories, driving Best Buy 11% domestic revenue growth while reducing waste 20% versus the prior line.
- Informed a long-range product roadmap, supporting 350% growth across Seagate, LaCie, & Lyve innovations. Traveled to China for primary, in-home research to engage with customers and assess competitive landscape
- Led primary in-home research in India to diagnose root causes behind Intel's declining Tablet Platform, then proposed and actionable strategic course correction that created 5% growth by 2018.
- Led the strategic rebrand workshops for Enli (SaaS Health Management), authoring frameworks that drove naming, positioning, and customer acquisition ahead of its \$28M acquisition by Cedar Gate.
- Scoped and imagined a transparent touchscreen retail concept for Adidas grounded in competitive and shopper analysis, earning 600K+ customer views in three years.

EDUCATION

PENSOLE LEWIS COLLEGE

Apparel Design Masterclass

COLUMBUS COLLEGE OF ART & DESIGN

BFA Industrial Design

SHOE SURGEON ACADEMY

Jordan 1 High & Birkenstock Clog

TOOLS

Adobe Photoshop - Illustrator - Indesign | Miro | Figma | Vizcom | Rhino | Keyshot | Sketchbook Pro | Procreate | Keynote