

NAME	TITLE	CONTACT
LEE CROY	PRODUCT CREATION EXPERT RETAIL EXPERIENCE & ACTIVATION HCD + R&D INNOVATION	503-893-9062 LEE@FTWRSRVCS.COM FOOTWEARSERVICES.COM

SUMMARY
 With a combined two decades working in B&M retail, both behind the counter and behind the scenes, I bring a deep understanding of the merchant’s operational needs, and the customer’s browsing desires to provide meaning, cohesion, and achievable storytelling where product, people, place, and brand converge. Backed by a career in R&D innovation and XF collaboration, I can imagine and develop consumer led retail concepts to help evolve the product to retail business. From insight to impact, flagship to scalable, I have vision for the customer journey, spatial planning, fixture design and brand experiences across 2D and 3D from art direction to print, interaction to furniture. A hands-on problem solver built for product creation and retail activation, known as a thought partner to senior leaders with a track record of translating complex business questions into clarifying frameworks and on-brand solutions.

EXPERTISE
 Complex Problem Solving / Customer Experience / Brand & Fixture Design / Spatial & Sensory Design / Immersive Experiences / XF Collaboration

SKILLS
 Strategic Global Thinking / World Building / Sketching & Ideation / Storyboarding / Visual Storytelling / Trends & Insights / Workshop Facilitation

TOOLS
 Adobe Photoshop - Illustrator - Indesign | Keynote | SketchUp | Miro | Figma | Hilos | Vizcom | Rhino | Keyshot | Sketchbook Pro

EXPERIENCE
[FOOTWEAR SERVICES]SM | DESIGNER INNOVATOR STRATEGIST | 2025 – PRESENT | PORTLAND OR
 • Independent creative consultant and entrepreneurial spirit specializing in future product experiences, retail activations, and service transformation. Providing inclusive, strategic, conceptual thinking and creation of meaningful immersive experiences and branded environments.
 • Utilizing trend analysis in culture, technology, design, and art to build generative tools and frameworks for ideation and divergent thinking. Steeped in front-end innovation processes, from Phase 0 discovery ,to managing multiple concept directions, to catalyzing cohesive and impactful retail and customer experiences. Bringing a passion for hands-on craft, defining creative principles, and leading imaginative storytelling to drive category innovation, and brand activations for sport and lifestyle.

STARBUCKS COFFEE | GLOBAL CONCEPTS: DESIGN LEAD | 2023 – 2025 | SEATTLE WA
 • Scoped and quarterbacked “Future of the Third Place,” a long-range strategic project translating secondary research into 2035 growth scenarios, metaphors, experiential retail environments, material compositions, and spatial ambiance for the, emerging Gen Z & A consumer through a cross-functional activation playbook.
 • Led executive workshops, strategic decks, and discussion guides that mobilized Product, Brand, and Retail teams around a shared creative plan, increasing decision making efficiency.
 • Served as a critical thought partner to VPs and CEO, leading strategic analysis and synthesizing insight into visual, 3D presentations for the next cafe espresso maker, new 'comfy chair' and iconic light featured at Investor Day 2026 “Back to Starbucks,” which supported a 24% stock increase into May.
 • Diagnosed usability gaps and prioritized a bakery case display redesign, spatial planning, and user journey improving barista speed-to-clean and increasing in-trial sales by 5%.

ALDC.CO | FOUNDER & CREATIVE CONSULTANT | 2016 – 2023 | PORTLAND OR – SEATTLE WA
 • Designed and facilitated multiple “Future of Retail” workshops bringing architects, engineers, UX designers, and UI developers together to co-create four strategic trajectories for Callison RTKL & Amplified by Design to co-develop.
 • Led community research, workshop facilitation, insight synthesis, art direction, naming, branding, and customer experience principles for Oregon’s first community-led LGBTQ+ primary care, mental health clinic, & pharmacy.
 • Donated \$10K of services for Seattle based sneaker shop with retail concepts, fixture designs, signage, floor plans, and back stock planning for SOLEMATES proposed Ballard Store.
 • Built a brand from the ground up, defined positioning strategy, brand language, logo mark, color palette, design language, & tech packs for LIFT Industrial Safety gear, now valued at \$12.1M.
 • Founded an interdisciplinary studio and managed 20+ clients and mentored six interns. Delivered creative vision, experience innovation, industrial design, concept incubation and visual communication for apparel, med tech, healthcare, humanitarian, B&M retail, SaaS, and automotive industries.

ZIBA DESIGN | DESIGN LEAD: EXPERIENCE STRATEGY | 2013-2015 | SR INDUSTRIAL DESIGNER 2011-2013 | PORTLAND OR
 • Co-created a shop-in-shop retail experience for adidas' World Cup North America strategy. Helped establish story framing, design themes and metaphor, floor plan and store flow, merch systems, and branded fixture designs.
 • Defined and developed a transparent interactive touchscreen retail concept, grounded in competitive and shopper analysis, and information at your fingertips, earning 600K+ customer views in three years.
 • Redefined the home fragrance category & shopping experience through immersive retail, mood making, discovery, dynamic displays, curated scenes, & a scent bar for SE Johnson.
 • Built an integrated brand ecosystem and merch strategy for the private label audio and mobile accessories brand MODAL, giving Best Buy 11% domestic revenue growth and reducing packaging waste by 20% versus the prior line.
 • Led primary research in China to assess competitive landscape and inform a long-range product roadmap, service transformation, and retail activations, supporting 350% growth across Seagate, LaCie, & Lyve innovations.

EDUCATION		CLIENTS
PENSOLE LEWIS COLLEGE Apparel Design Masterclass	COLUMBUS COLLEGE OF ART & DESIGN BFA Industrial Design	ADIDAS
		BEST BUY
		BRUNTON
		CALLISON RTKL
		CIRCUIT CITY
		CRICUT
		FOOT LOCKER
		GENERAL MOTORS
		GOAL ZERO
		HEMEX
		INTEL
		LOGITECH
		MATTEL
		MICROSOFT
		NEW BALANCE
		OUTDOOR RESEARCH
		PEPSI CO
		PHILIPS
		REEBOK
		SE JOHNSON
		SEAGATE
		STARBUCKS
		WIRED

INTERESTS
 Basketball | Soccer DJing | Dancing | Hiking | Track & Field | Yoga | Baseball | Biking |Snowboarding | Mentoring

INVOLVEMENT
 Sneaker Week | University of Oregon | IDSA: DEIC | King County Equity Now | Taking B(l)ack Pride | Hands on Portland