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THE YEAR

2026

The footwear industry is in a state of dynamic change with shifting tides on the horizon and fertile soil beneath our feet.

From tariffs and ai, to additive manufacturing, bio-tech materials, and mind shoes, to rising underdogs, ambitious startups, and legacy brands changing hands.

A new footwear frontier is upon us.

LEE CROY

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| FOOTWEAR |
| SERVICES |SM

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HERE TO HELP

TURN
INSIGHT
INTO
IMPACT
THROUGH
INNOVATION

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They Connections

Our attention will move away from the phone

As tablets become smaller each day with bite size interactions and information moving to our hands and eyes. The tablet will continue to be the place to dive deeper and wider into our ideas and with those close to us. How will the tablet encourage our eyes to come up to create better connections? How will the tablet make use of these new devices and become the only device I bring with me? How are people using other devices to communicate through their tablet?

Leading Products/Services | Moto Hint, Sony Micro, iWatch, Moto 360, Google Glass, Apple Car

Add and Organize
Highlights up to date, saving what's important, and then organizing it into a structured project.

Analog to Digital
Export easily what you see. Convert images, text, and photos into the physical world by using the appropriate number of pages.

Physical Storage
Connects easily what you see. Convert images, text, and photos into the physical world by using the appropriate number of pages.

Keeping Momentum

With tablets, productivity is redefined. We want to ensure the tablet is the place to dive deeper and wider into our ideas and with those close to us. How will the tablet encourage our eyes to come up to create better connections? How will the tablet make use of these new devices and become the only device I bring with me? How are people using other devices to communicate through their tablet?

Early Adopters

While only a small number of people are using tablets, they are the ones who are driving the change. They are the ones who are using tablets to create better connections, to dive deeper and wider into our ideas and with those close to us. How will the tablet encourage our eyes to come up to create better connections? How will the tablet make use of these new devices and become the only device I bring with me? How are people using other devices to communicate through their tablet?

Connected Dots
People + Information
People need the ability to not only see more but also connect the dots. They want to share what they've discovered so they can better connect with others.

Mutual Relationships
People + Devices
People don't update their devices all at once. Tablets, on the other hand, are designed to work seamlessly with other devices and adapt to moving between primary and secondary roles.

Controlled Stimulation
People + Environment
People get distracted easily and need controlled amounts of stimulation in their environment in order to stay focused or engaged.

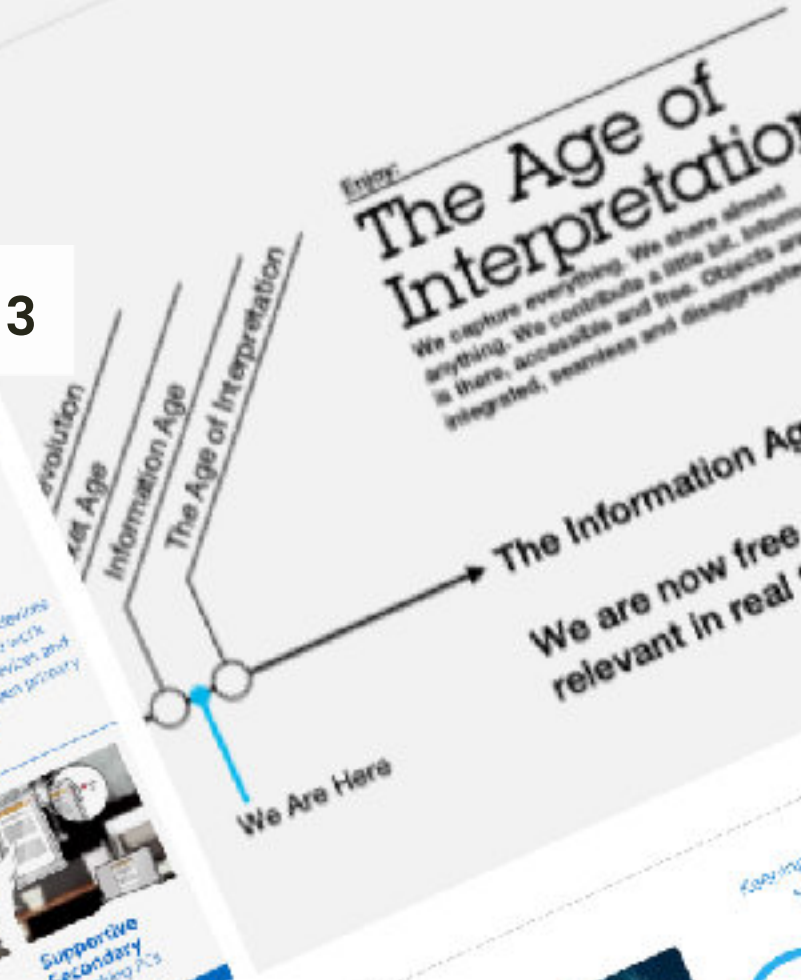
Instant Capture
People + Time
People want to capture what's happening around them in real time. They want to share what they've discovered so they can better connect with others.

Supportive Back
People + Information
People need the ability to not only see more but also connect the dots. They want to share what they've discovered so they can better connect with others.

Tangible Play
People + Information
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Separable Screen Shot
People + Information
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Supportive Secondary
People + Information
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8 Key Usages

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Intention Zone
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As fast as I think
Get the idea down as fast as you can think it. With instant capture, you can capture what you're thinking on and always ready so you don't lose that thought. Handwritten notes on the tablet can be easily captured and shared with others.

Instant Capture
People + Time
People want to capture what's happening around them in real time. They want to share what they've discovered so they can better connect with others.

Products

Value Proposition: Amplification of my senses so I can relive my life and explore the world as if I was there.

Microphone Input
Innovative Day
Portable Projector + Sensor Array
Overhead Projector + Sensor Array
Innovative AR
Logos
Optical Real-time Input
VR Headset
AR Day Capture

Footwear Services

CORE STRENGTHS

COLLABORATION WITH CROSS FUNCTIONAL TEAMS ON COMPLEX PROBLEMS

FOR TRANSFORMATIONAL GROWTH

INTEGRATION OF BRAND DNA & MARKET RESEARCH INTO DESIGN DIRECTIONS

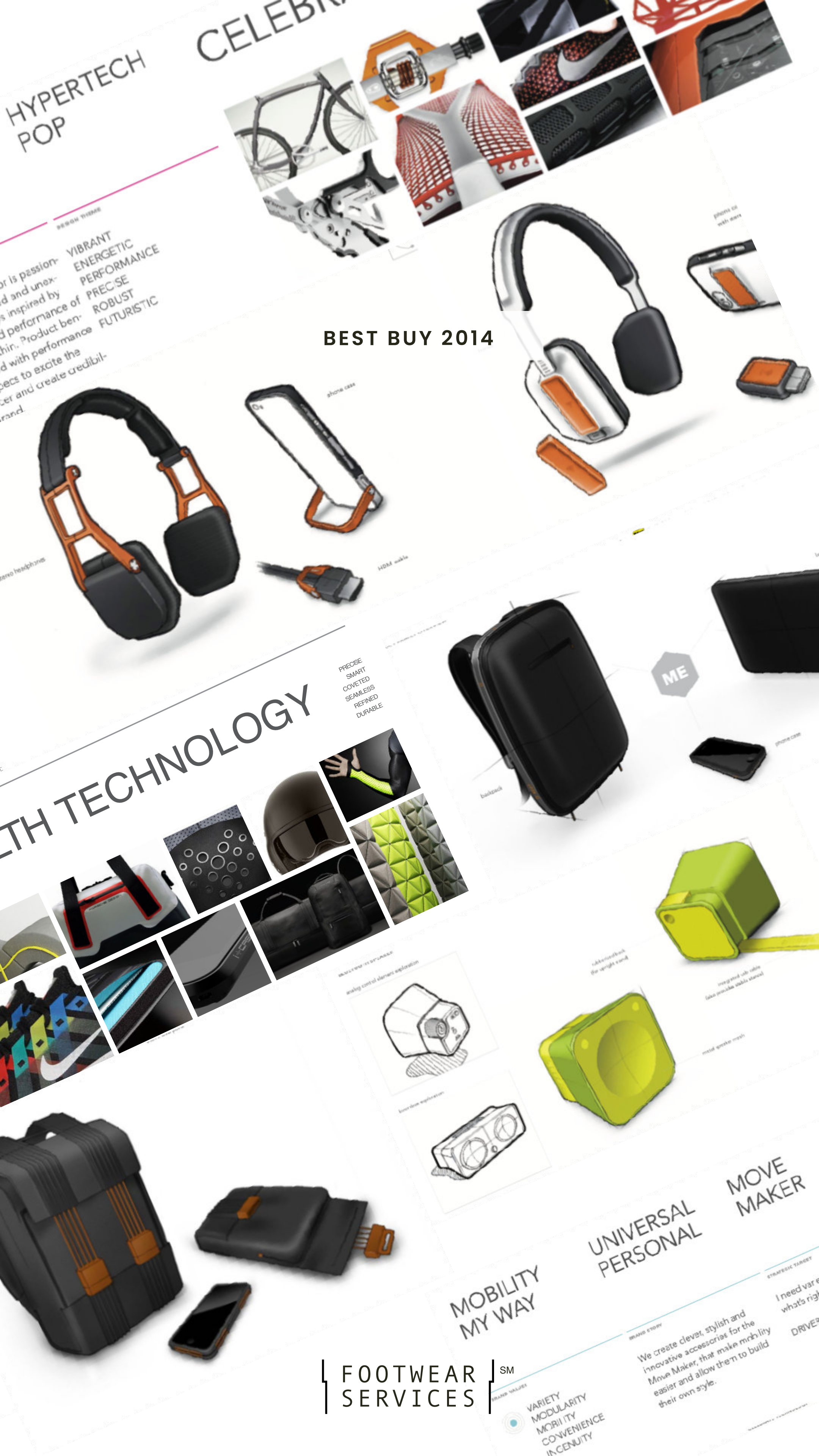
TO HARNESS THE COLLECTIVE INTENT

CREATION OF NEXT-GEN PRODUCT EXPERIENCES WHICH MOVE THE NEEDLE

IN SERVICE OF CUSTOMER NEEDS

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SERVICES }SM



HYPERTECH
POP

CELEBRITY

DESIGN THEME
or is passion-
d and unex-
s inspired by
performance of
thin. Product ben-
d with performance
pects to excite the
er and create credibil-
brand.

BEST BUY 2014

TH TECHNOLOGY

PRECISE
SMART
COVETED
SEAMLESS
REFINED
DURABLE

MOBILITY
MY WAY

UNIVERSAL
PERSONAL

MOVE
MAKER

FOOTWEAR
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BRAND VALUES
VARIETY
MODULARITY
MOBILITY
CONVENIENCE
INGENUITY

BRAND STORY
We create clever, stylish and
innovative accessories for the
Move Maker, that make mobility
easier and allow them to build
their own style.

STRATEGIC TARGET
I need var e
what's right
DRIVER

SERVICE EXPERTISE

MARKET & CONSUMER INSIGHTS

FOR BUSINESS & PLANNING

Through deep listening, analysis, & storytelling,
I build data-backed-insights to help sharpen
the lens of your brand telescope.

DESIGN STRATEGY & INNOVATION

FOR XF CREATIVE TEAMS

During times of uncertainty & seismic shifts,
I provide a steady hand, an adaptable process, & an
unwavering curiosity to define what's next.

PRODUCT CREATION & DEVELOPMENT

FOR GOODS, WEARS, & 'WARES

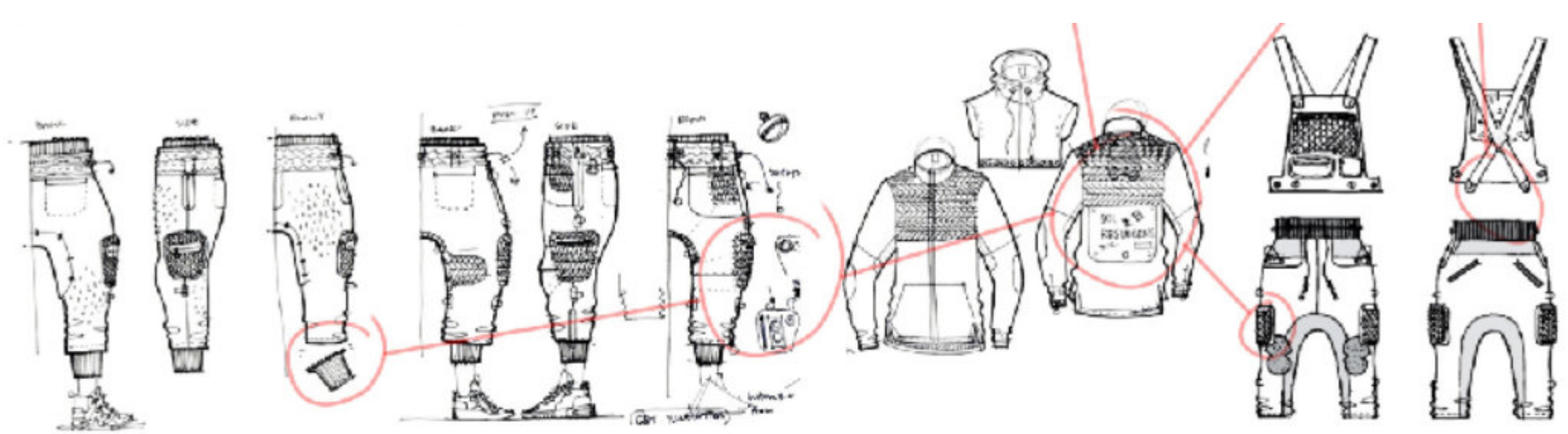
Where research & design makes meaning.
Driving storytelling, product collections, on-foot
innovations, apparel, accessories & activations.

RETAIL & CUSTOMER EXPERIENCE

FOR ENGAGEMENT & SELL THROUGH

With foundations in B&M retail, I enjoy threading the
story through the moment of truth, where product,
people, place, & possibility converge.

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NEW BALANCE 2022

MATERIAL FUNCTION
Woven Mesh, Crocheted, Remnant Cotton

PERFORMANCE ATTRIBUTES
Breathability, Moisture Wicking, Durable

COMPOSITION
Cotton/Warp/Woolen/Elastic Blend

MATERIAL FUNCTION
Knit Liner, Pocket Guard, Pocket Lining

PERFORMANCE ATTRIBUTES
Breathability, Moisture Wicking, Durable

COMPOSITION
Cotton/Warp/Woolen/Elastic Blend

MATERIAL FUNCTION
Superior S. Woven, Durable

PERFORMANCE ATTRIBUTES
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Cotton/Warp/Woolen/Elastic Blend

COLLABORATORS | YARITZA LOZANO & ANGELA MEDLIN



FOOTWEAR SERVICES



DESIGN FOR BRANDS



BIG



SMALL



&



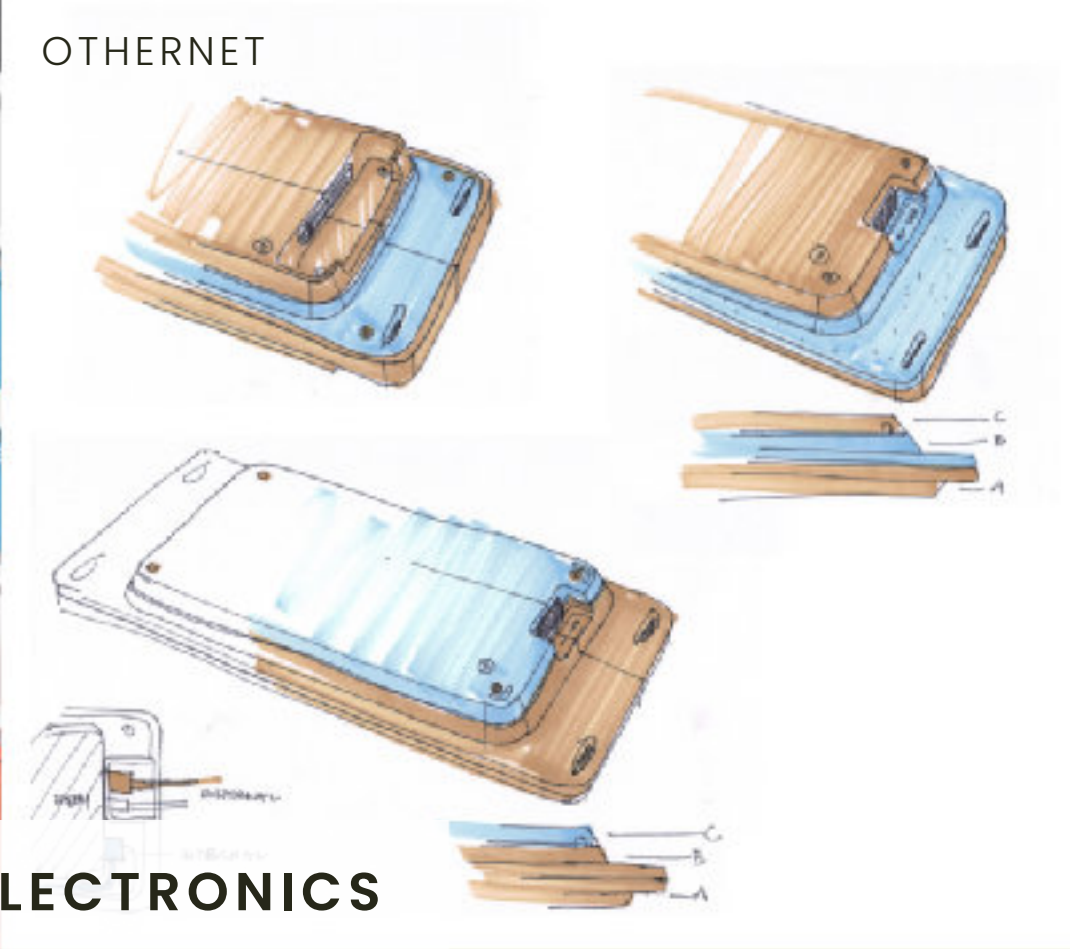
MIGHTY



BEST BUY

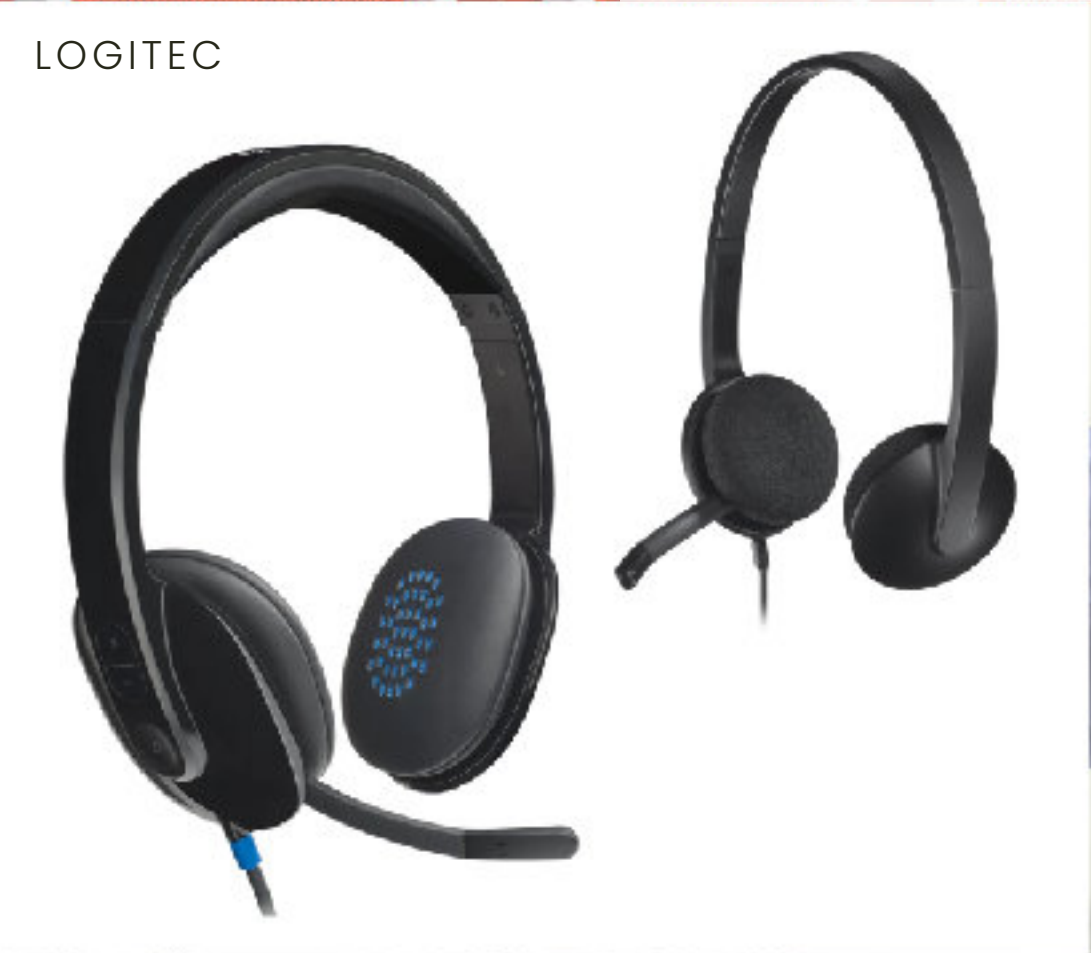


OTHERNET



CONSUMER ELECTRONICS

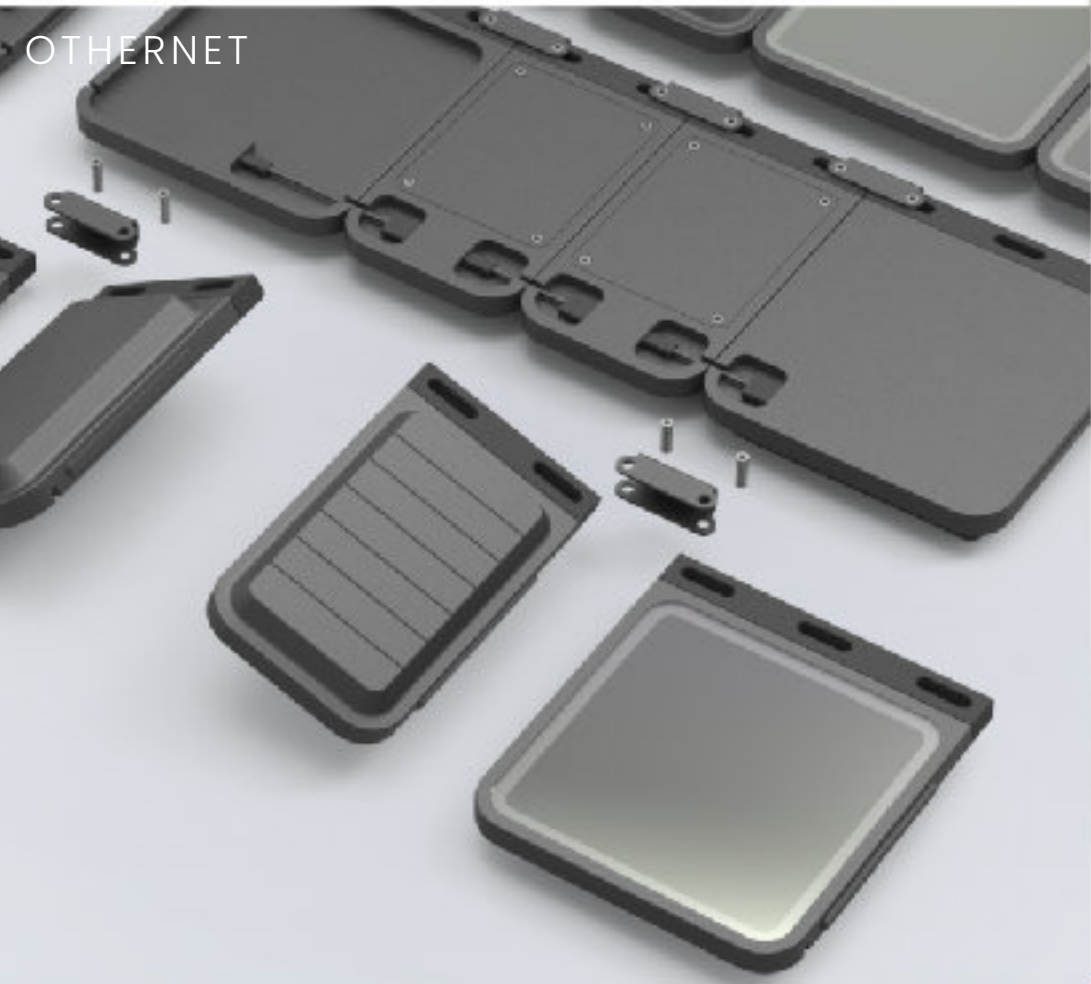
LOGITEC



HEMEX



OTHERNET



WIRED



LOGITEC



BEST BUY

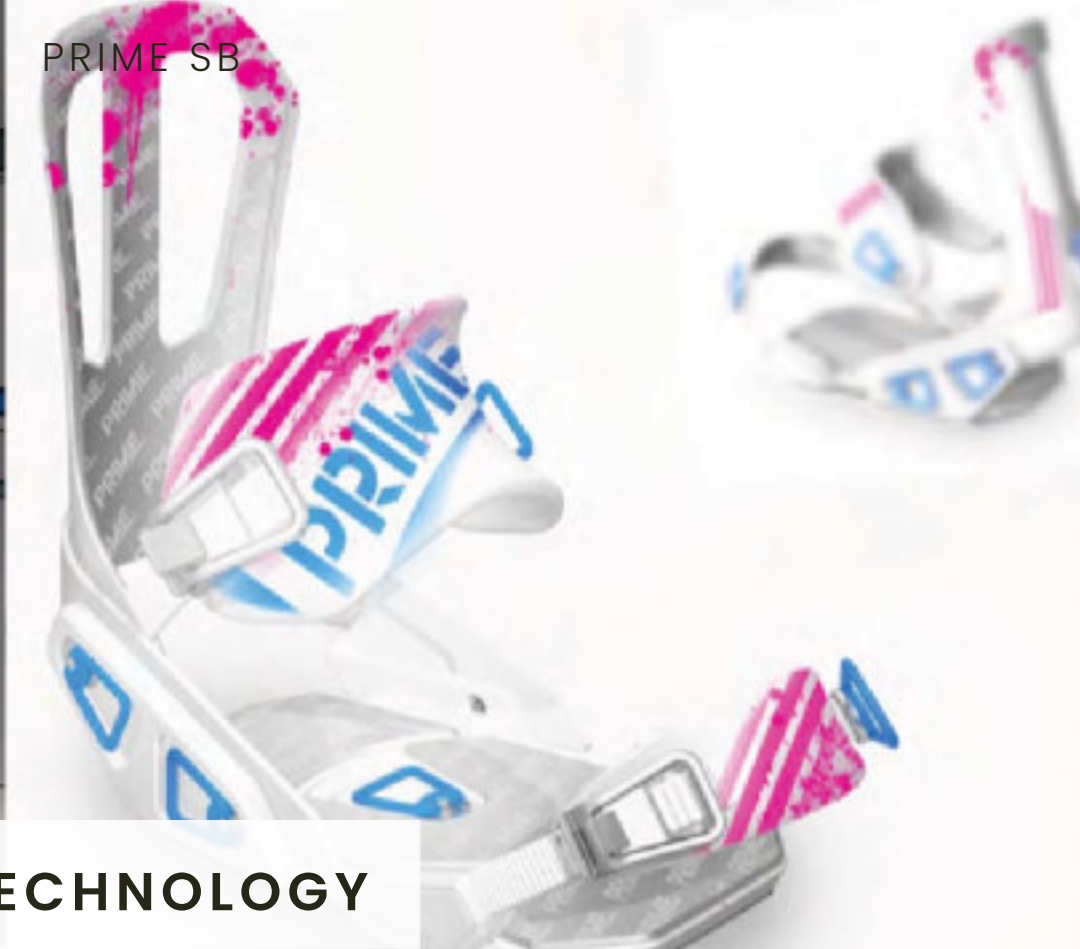


FOOTWEAR SERVICES SM

OUTDOOR PRODUCTS



PRIME SB



OUTDOOR TECHNOLOGY

LIFT SAFETY



PRIMUS



BRUNTON



BRUNTON



509



OUTDOOR RESEARCH





**IF YOU'RE BUILDING
WHAT'S NEXT IN PRODUCT,
FOOTWEAR, TECHNOLOGY,
SOFTGOODS OR APPAREL
& NEED A SEASONED
COLLABORATOR,**

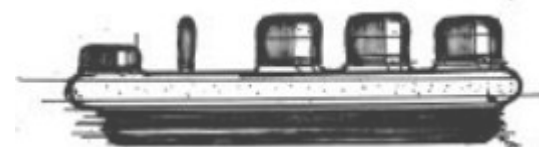
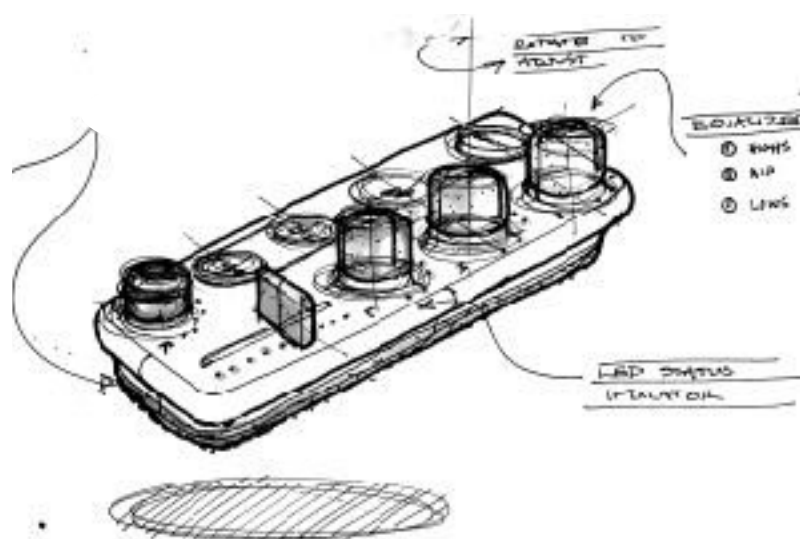
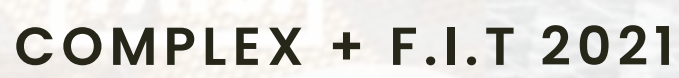
LET'S WALK.

LEE CROY

LEE@FTWRSRVCS.COM
503.893.9062

Whether you need a thought partner, a workshop catalyst, or a strategic designer to carry ideas from insight to impact, I'm ready for conversations that move the needle, inspire people, and reframe what's possible.

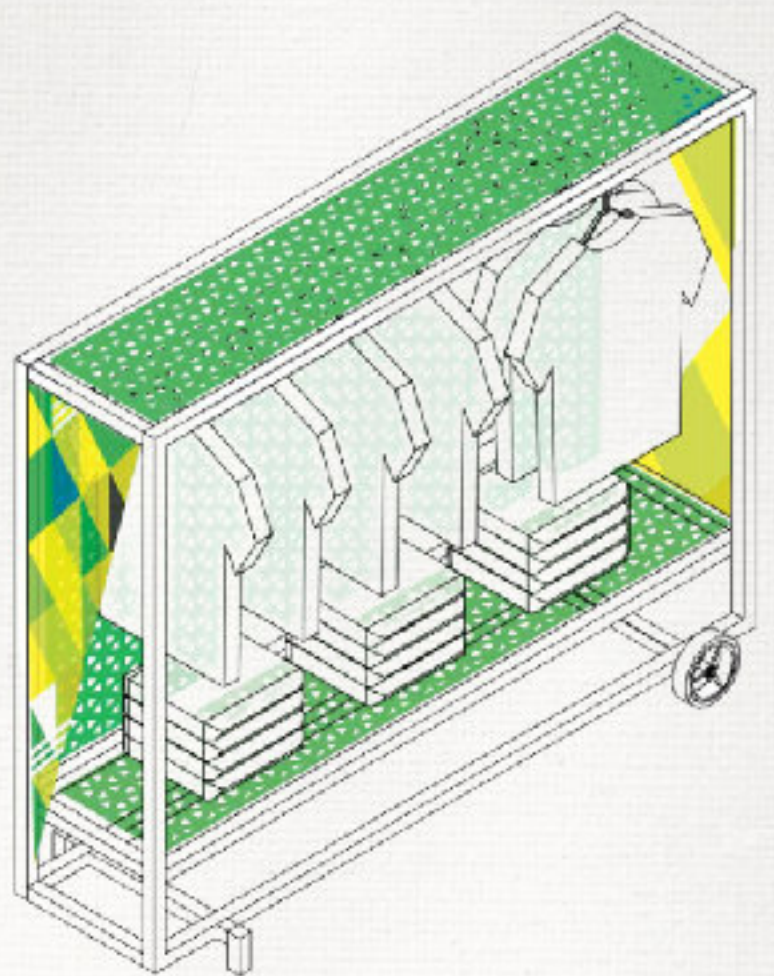
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ADIDAS 2014

COLLABORATORS | ZIBA



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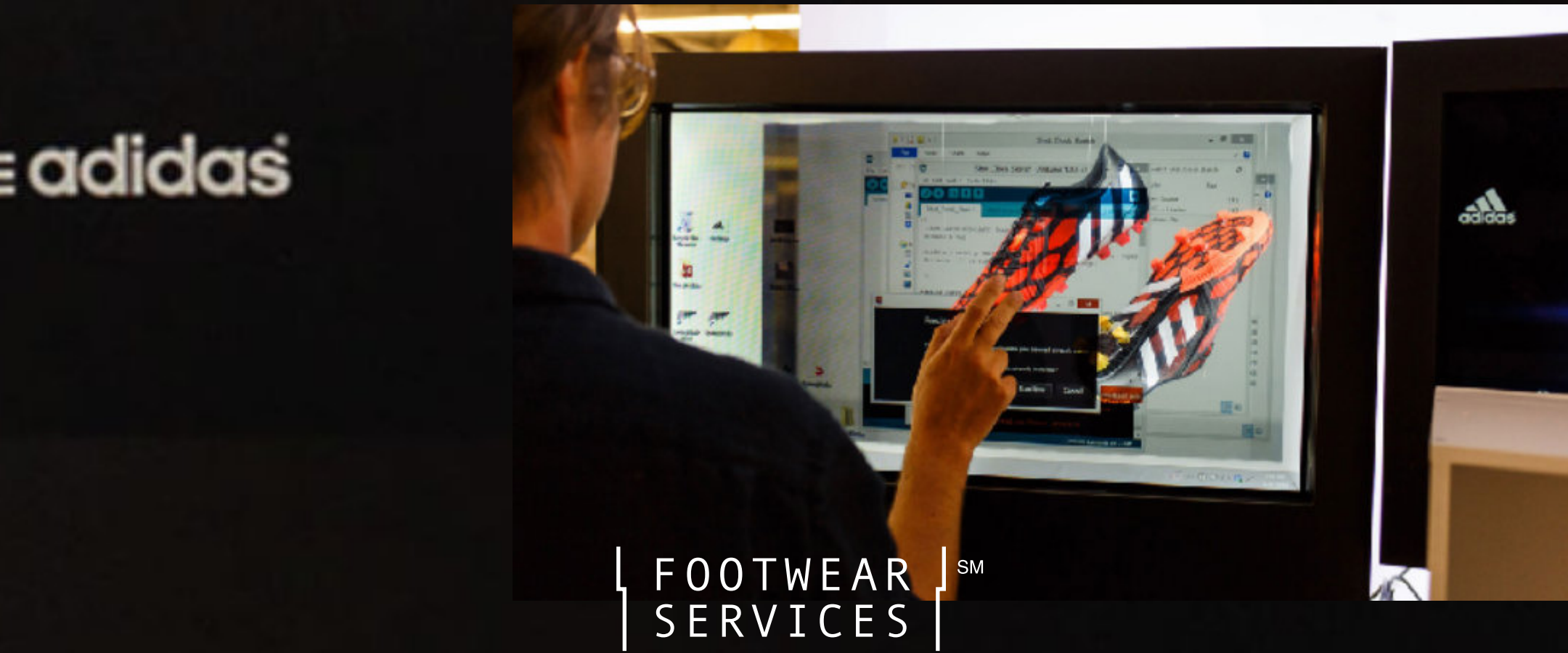




ADIDAS 2015



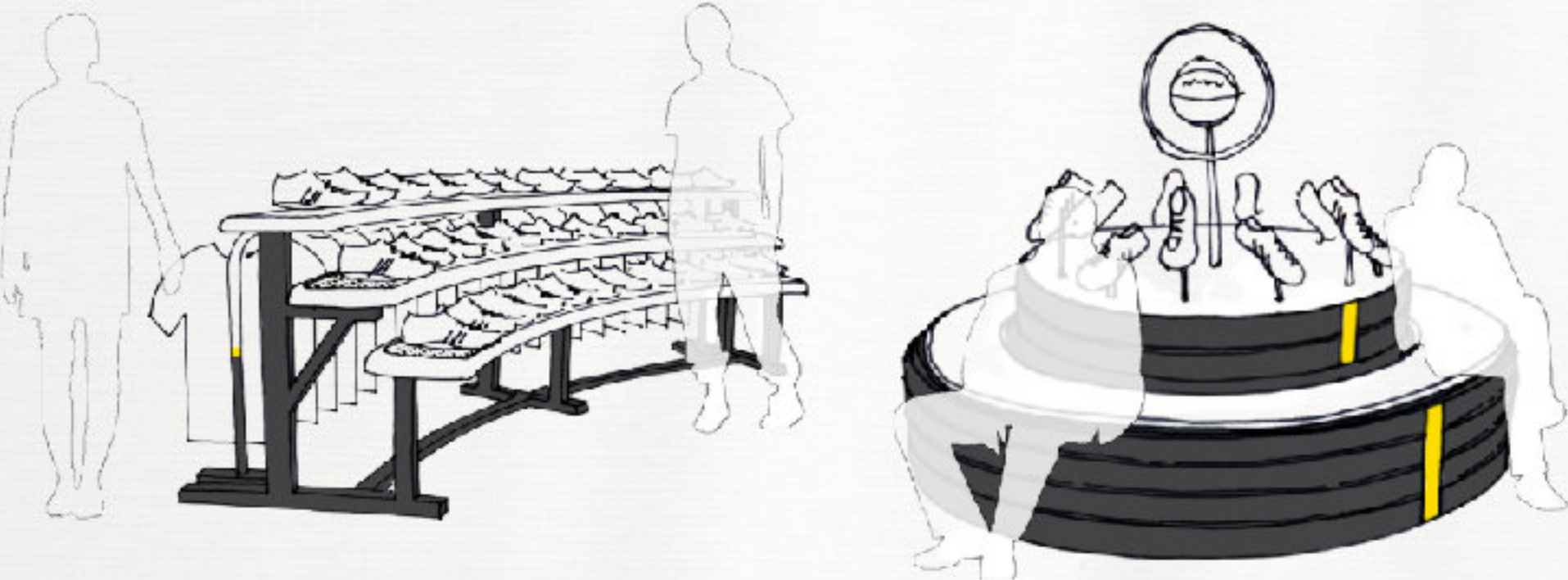
COLLABORATORS | ZIBA



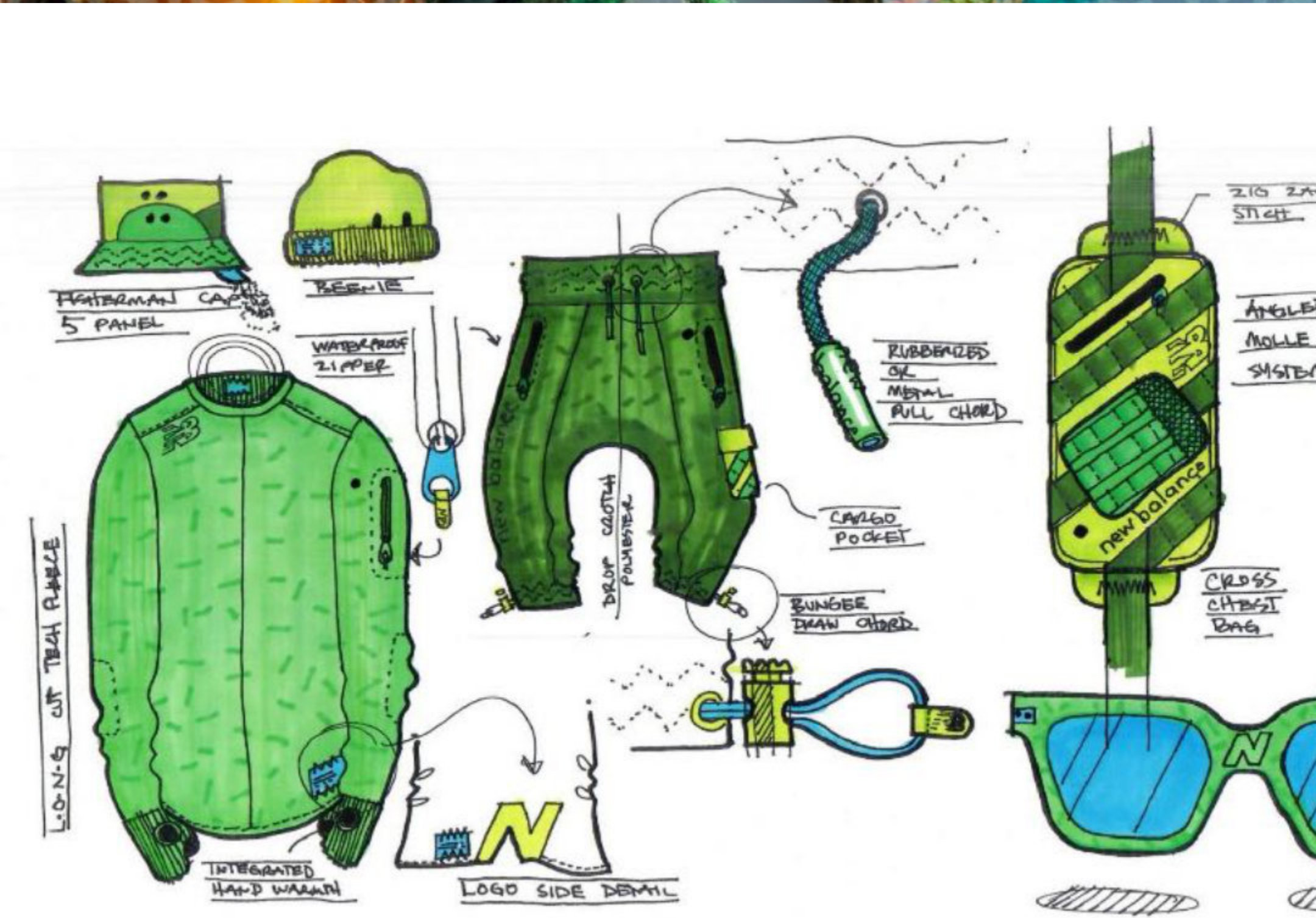
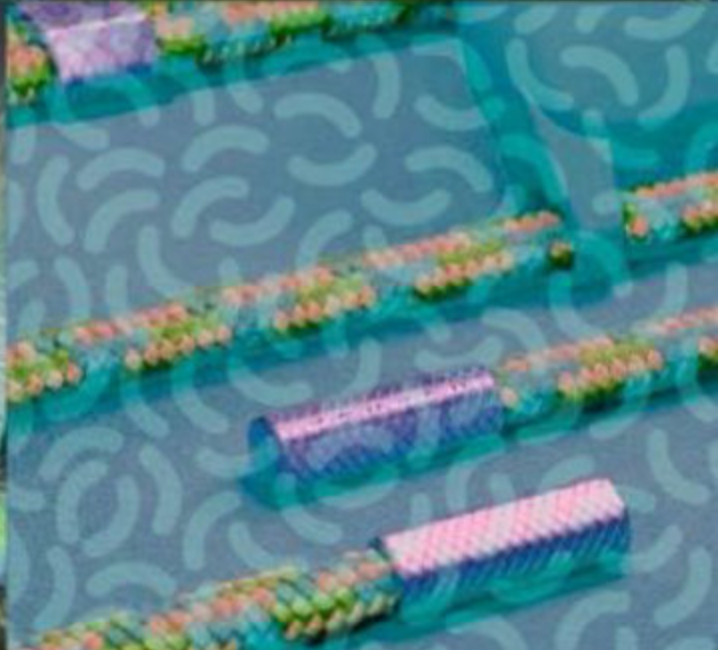
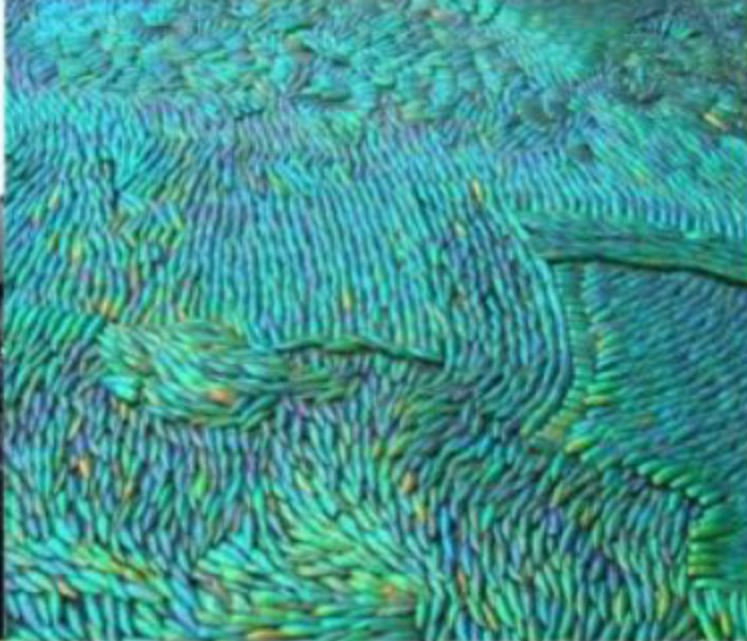
ADIDAS 2016

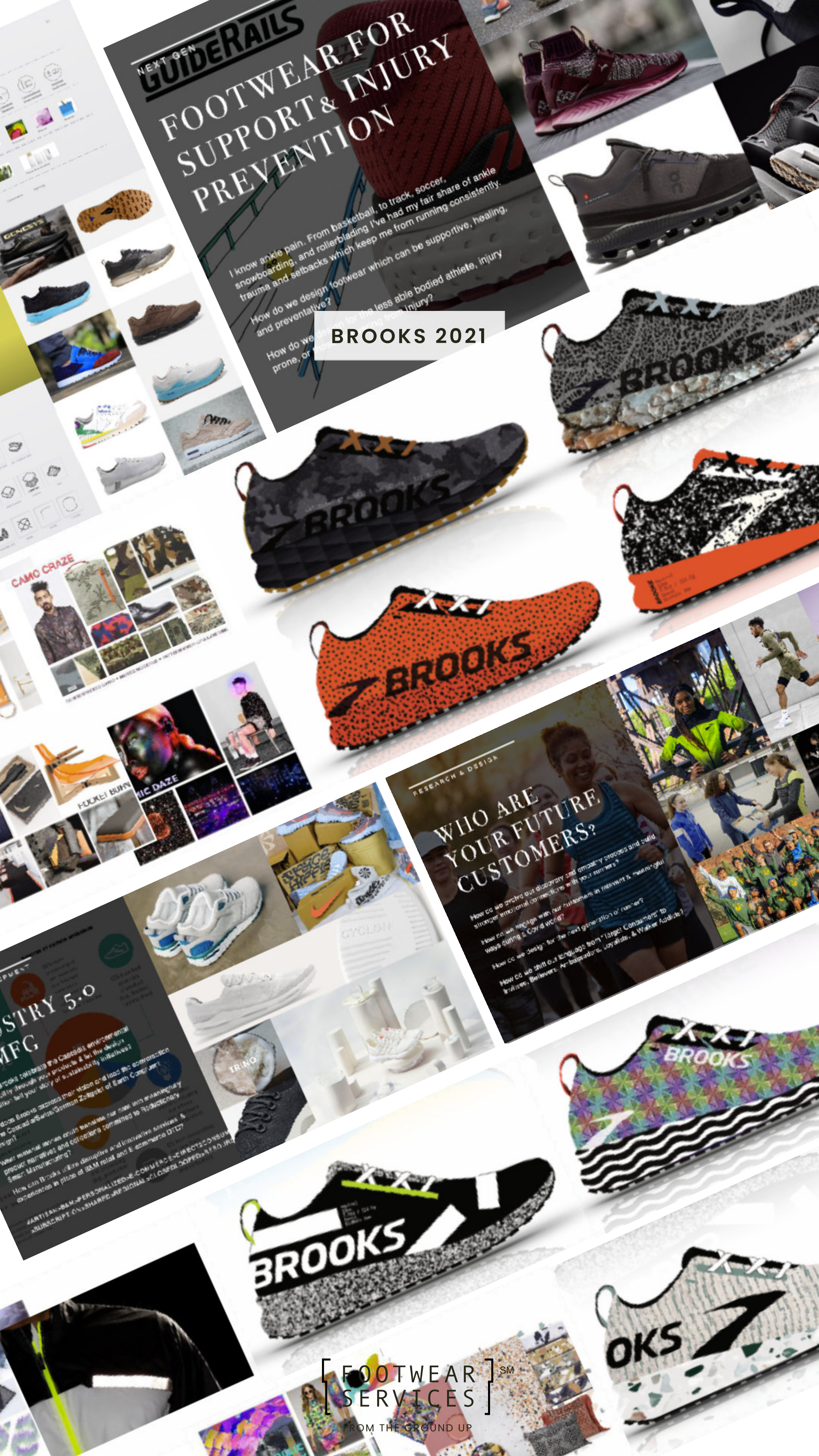


COLLABORATORS | ZIBA



FOOTWEAR SERVICESSM

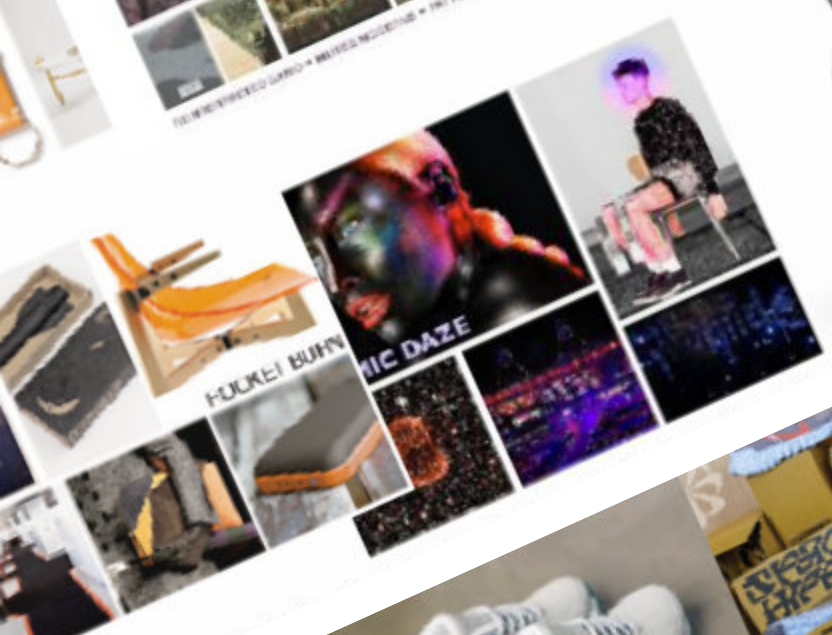




NEXT GEN GUIDERAILS FOOTWEAR FOR SUPPORT & INJURY PREVENTION

I know ankle pain. From basketball, to track, soccer, snowboarding, and rollerblading I've had my fair share of ankle trauma and setbacks which keep me from running consistently. How do we design footwear which can be supportive, healing, and preventative?
How do we design for the less able bodied athlete, injury prone, or who is coming from injury?

BROOKS 2021



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FROM THE GROUND UP

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WHY?

FOOTWEAR IS FOUNDATIONAL

Shoes were born out-of-necessity
& became our man made
connection to mother earth.

Shoes provide the path to pursue
our full potential, protecting us &
enhancing her earthly elements
on our journey home.

LEE CROY

”

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