

# LEE CROY

## CREATIVE POWERHOUSE

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### Summary

Building at the intersection of R&D innovation, technology, culture, and brick-and-mortar retail. Small business owner, collaborative leader, part-time futurist, and design facilitator who takes product from discovery through commercialization with an entrepreneurial lens, the instinct to back bold ideas, and the conviction to carry calculated risk to shelf-ready scale.

Sport-engaged and field-tested: Basketball, fútbol, snowboarding, baseball, track & field, yoga, and a presence on the dance floor.

### Expertise

TRANSLATING INSIGHT INTO  
IMPACT THROUGH INNOVATION

MARKET & CUSTOMER INSIGHTS – DESIGN STRATEGY & INNOVATION  
PRODUCT CREATION & DEVELOPMENT – RETAIL & CUSTOMER EXPERIENCE

### Skills

HCD & Qualitative Methods – Customer Sentiment & Segmentation – Strategic Thinking – UX & Journey Mapping – Trend Foresight – Data Analysis – AI Synthesis – Study Guides – Interviews – Workshops – Phase 0-1 Discovery – Storytelling – UX Storyboarding – Rapid Visualization – Sketching – Product Line Planning – Ideation – Exploration – Vizcom & AI Studies – Collections & Capsules – Design for MFG – 3D Proof-of-Concept – Tech Packs – Complex Problem Solving – Machine Sewing – Hand Fabrication – 3D Printing – CNC MFG – Laser Cutting – Spatial Design – Space Planning – Visual Communication – Naming – Typography – Retail Fixtures – Materiality – Texture – CMF – Packaging – Merchandizing

### Tools

Adobe Ps Ai Id | Affinity | Miro | Figma | Newarc | Vizcom | Rhino | Keyshot | Sketchbook Pro | Procreate | Keynote

### Experience

#### [FOOTWEAR SERVICES]<sup>SM</sup> Founder Innovator Designer

- Independent creative consultant for the footwear industry in times of transformation
  - Seasoned cross functional collaborator for start-ups, rising underdogs, & F500 brands
- Aug 2025 – Present | Portland OR

#### STARBUCKS COFFEE HQ Design Lead: Store Concepts

- Co-Lead initial vision, design stories, & visual language for the cafe espresso maker showcased at Investor day 2026 "Back to Starbucks" supporting a 24% stock increase into May.
- Presented to the CEO and VP's regularly, produced workshops, decks, discussion guides & research tools for qualitative analysis to increase decision efficiency
- Lead "Future of the Third Place" a 20+ week project of secondary research, insight & opportunity gathering and visualizing retail scenarios for 2035. Co-created a playbook for Gen Z & A coffeehouse activations.
- Worked with suppliers Vitamix on a partner centered innovation for the future cafe blender cutting noise and blend time by 8% and increasing joy of use
- Stewarded a cross functional design update of the bakery case display for barista usability, speed to clean, & increased sales by 5% during trials

Jan 2023 – May 2025 | Seattle WA

#### ALDC.CO Founder | Creative Consultant & Chief Investigator

- Founded an interdisciplinary studio supporting 20+ clients across tech startups, NGOs, local brands, and global agencies – delivering creative vision, experience innovation, industrial design, and visual communication across industries including Apparel, Med Tech, Healthcare, Humanitarian, Education, B&M Retail, SaaS, Automotive, and Big Data.
- Designed Oregon's first community-led LGBTQ+ primary care, mental health clinic, & pharmacy serving 450 patients in 2017 to over 1400 in 2020.
- Energized Hemex Health's early development stages -- our 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.

Jan 2016 – Dec 2023 | Portland OR – Seattle WA

#### ZIBA DESIGN Experience Strategist

- Built a modular ecosystem & brand of mobile accessories handing Best Buy 11% growth in domestic revenue & was able to reduce waste by 20% compared with Best Buy's previous line.
- Traveled to China consumer's insights informed an ideal journey, product roadmap, & future Seagate, Lacie, & Lyve innovations for 5 -10 years out NASDAQ:STX: 11.55 (9/12) – 54.11 (9/19)
- Invigorated Intel's declining Tablet Platform, researched in India and the U.S. and defined future usage scenarios, messaging opportunities, hardware innovations, & tech integrations creating 5% growth by 2018.
- Mapped & redefined the customer experience for a rebrand for Enli, the leader in SaaS Health Management. Strategy, direction & framing drove UI principles, naming, customer, & acquisition by Cedar Gate for \$28M.
- Developed a transparent touchscreen over a physical shoe display earning Adidas over 600K customer views in the first three years, with a two minute average engagement time from shoppers
- Defined 5-10 year future stories, usages & product messaging for Intel's silicon platforms. Built two next-gen product collections, stories & roadmaps for third party development.

Oct 2011 – Dec 2015 | Portland OR

### Career Highlights

- Created strategic CPG concepts for the Starbucks VIA brand that allowed instant coffee to reach \$100M in sales within its first 10 months and \$250M by 2011.
- Established the product strategy, logo mark, color palette, design language, & tech packs for LIFT Industrial Safety gear now valued at \$12.1 million.
- Defined the the Goal Zero product design language in use today, a brand worth over \$380 million and \$121 million in revenue.

### Education

COLUMBUS COLLEGE OF ART & DESIGN BFA Industrial Design

### Industry Certifications

PENSOLE LEWIS COLLEGE: FOOT LOCKER X NEW BALANCE Apparel Design: 14 Week Masterclass:

SHOE SURGEON ACADEMY 5 day intensive: Jordan 1 High & 2 day intensive: Birkenstock Clog

COMPLEX X F.I.T. Sneaker Essentials Course

### Involvement

UNIVERSITY OF OREGON Product Design Lecturer – Student Mentor

IDS A DEIC: General Council – Research & Data