

OVERVIEW

I reduce complexity to what matters, connect signals across culture, consumer and business, and create the clarity that moves organizations forward—aligning priorities, revealing overlooked opportunities, and turning them into meaningful action.

>10yrs (Strategy, Innovation, Product, and Brand)

M.S. (Sports Product Management - University of Oregon)

B.S. (Industrial Design - University of Oregon)

3 awards (Petrone Entrepreneurship Award, Best women's specific shoe, Launch of the Year)

EXPERIENCE

Nike (2025 - Present)

Expert Concept Designer - White Space - Growth & Innovation

Function: Identify, Design, and Deliver disruptive growth propositions for the Brand.

Action(s): Systems Architecture, Product Opportunity Frameworks, Creative Strategy, and Storytelling.

Result(s): Category strategy implementation, net-new category growth (2028).

Senior Designer - Strategy & Futures

Function: Design strategy for Nike Running and Training.

Action(s): Business objectives + Consumer Insights + Cultural Shifts = Emerging opportunities.

Result(s): Training reset (2027). Running expansion (2026). Net-new material franchise initiative (2029).

Lululemon (2017 - 2025)

Designer - Advanced Concepts - Growth Strategy

Function: Identify and establish new areas for future growth.

Action(s): Cultural Foresight, Opportunity Mapping, Creative Strategy, and Strategic Partnerships.

Result(s): New Footwear Growth Territories. Milan Winter Olympics Program. External Collaborations.

Designer - Performance & Lifestyle - Category Strategy

Function: Translate emerging audience opportunities into category growth.

Action(s): Consumer Strategy, Direction, and Category Architecture.

Result(s): Men's Footwear Expansion. Growth of Footwear toward a Nine-Figure Annual Business.

Lead Developer - Innovation - New Business Creation

Function: Turn new business opportunities into scalable capabilities.

Action(s): Cross-functional Leadership and Strategic Partnerships.

Result(s): Launch of lululemon Footwear. Olympic Product Programs.

Developer - Innovation - Strategic Partnerships

Function: Build the partnerships and capabilities required to unlock new areas of business.

Action(s): Partner Strategy, Capability Building, and Senior Leadership Alignment.

Result(s): New Global Factory Partnerships. Integration of New Capabilities into the Organization.

Associate Product Manager - Innovation

Function: Identify opportunities to fundamentally improve how the organization creates.

Action(s): Consumer Insight, Strategic Framework Development, and Organizational Adoption.

Result(s): Science of Feel—Product Creation Methodology Adopted as the Company-Wide Standard.

Nclusive (2016 - 2017)

Brand Analyst Intern

Function: Identify opportunities to strengthen brand performance and positioning.

Freelance (2012 - 2016)

Editorial, Brand, and Presentation Design

Function: Create clarity and meaning from complex information and ideas.