

Overview:

9 yrs Footwear product creation experience

1 Masters degree (Sports Product Management - University of Oregon)

2 Bachelors degrees (Product Design / Business - University of Oregon)

2 Footwear patents (Patent # 11,219,273, Patent # D932750)

4 Certifications (Footwear Craftsmanship, Last Making, Growth Strategies, Blockchain)

3 Awards (Nancy & Dave Petrone Entrepreneurship Award, Best women's specific shoe, Launch of the Year)

Lululemon (2017 - present)

Footwear Designer - Advanced Concepts

- Research and develop future growth categories and processes.
- Curate and communicate direction to senior leadership and broader company.
- Utilize generative AI and 3D animation.

Footwear Designer - Performance / Lifestyle

- Present concepts and communicate seasonal direction to senior leadership.
- Responsible for SMU product creation.

Footwear Developer - Whitespace

- Manage and lead development from concept to market for launch of Lululemon footwear category.
- Blissfeel Shoe Launch awarded 'Best Women's Specific Shoe' and 'Launch of the Year'.
- Sourcing and onboarding of factory partners across Asia and Europe.

Associate Product Manager - Whitespace

- Integral role in establishing footwear category as 3rd employee.

Rounds Footwear (2017 - 2018)

Founder

- Award-winning footwear for modern medical professionals.
- >\$1m in revenue in first 24hrs.
- Now under separate name and ownership.

Arsutoria (2017)

Footwear Craftsmanship

- Design, pattern making, and construction techniques across Women's and Men's lifestyle footwear.

Nclusive (2016-2017)

Insights Analyst

- Conduct market, brand, and competitor research.
- Design necessary direction, build-out, implementation, and pitch of campaign alignments with athletes.

"Taylor Johnston is one of the most naturally skilled product creators and story-tellers that I have met from his generation."

- Wilson Smith III (40yrs Footwear Design at Nike)