

## Overview:

**8 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 - Performance / Lifestyle

- Present concepts and communicate seasonal direction and design to senior leadership team.
- Combine product use experience, market knowledge, and trend research, to create quality designs.
- Creation and presentation of strategic design objectives in alignment with greater brand objectives.
- Frequent international market and factory travel.

### Footwear Developer - Performance

- 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 - Innovation

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

## Rounds Footwear (2017 - 2018)

### Founder

- Premium footwear for the modern medical professional.
- Recipient of nancy & dave petrone entrepreneurship award
- 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 (2015-2016)

### Athlete Marketing

- 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)