

## OVERVIEW

I make sense of where culture, design, and technology collide. My work transforms observation into systems and strategy, helping brands and products speak a language that's both human and future-ready.

**10+yrs design experience** (Strategy, Direction, Product, and Brand)

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

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

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

**4 certifications** (Footwear Craftsmanship, Last Making, Growth Strategies, Blockchain A-Z)

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

## EXPERIENCE

**Nike** (2025 - Present)

### Senior Designer - Strategy & Futures

- Design strategy for Nike Running and Training.
- Deliver future-forward narratives and product opportunity frameworks to senior leadership.
- Translate trends and user insights into scalable visual direction and new category concepts.

**Lululemon** (2017 - 2025)

### Designer - Advanced Concepts

- Led future-focused concepts merging insights, design, and AI tools.
- Built creative frameworks linking product innovation to cultural shifts.
- Directed early-stage storytelling for advanced performance categories.

### Designer - Performance & Lifestyle

- Translated consumer insight into design direction and line strategy.
- Shaped seasonal concepts at the intersection of sport and culture.
- Drove category storytelling aligned to evolving athlete behaviors.

### Lead Concept Developer - Whitespace Innovation

- Directed multi-year innovation initiatives from insight to prototype.
- Defined long-range opportunity spaces shaping brand and business growth.
- Unified design, research, and leadership around strategic creation goals.

### Concept Developer - Whitespace Innovation

- Identified unmet consumer needs through cultural and performance insight.
- Created new product territories informing design and merchandising strategy.
- Partnered cross-functionally to validate innovation through prototyping.

### Associate Concept Developer - Whitespace Innovation

- Supported early innovation through research synthesis and material scouting.
- Mapped emerging movement trends into opportunity frameworks.
- Enabled senior concept teams with foundational insights and creative direction.

**Nclusive** (2016 - 2017)

### Brand Analyst Intern

- Delivered insights-led brand strategies across sport, fashion, and tech.
- Built analytical frameworks to evaluate brand performance and positioning.

**Freelance** (2012 - 2016)

### Editorial, Brand, and Presentation Design

- Crafted high-impact decks blending strategy, storytelling, and design.
- Visualized narratives for brands in sport, fashion, and innovation.