

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.

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

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

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

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

5 certifications (Footwear Craftsmanship, Last Making, Growth Strategies, Blockchain A-Z, Supply Chain University)

EXPERIENCE

Nike (2025 - Present)

Expert Concept Designer - White Space

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

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

Result(s):

Senior Designer - Strategy & Futures

Function: Design strategy for Nike Running and Training.

Action(s): Translate Insights to Scalable Narratives and Product Opportunity Frameworks.

Result(s): Training category reset (2027). Running category product and brand expansion (2026).

Lululemon (2017 - 2025)

Designer - Advanced Concepts

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

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

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

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.