

BIO

Performance product design leader with 18+ years creating footwear and equipment across running, cleated sports, basketball, training, and golf. Proven record leading multi-disciplinary teams, athlete-driven innovation, and premium product storytelling, driving cross-functional design from concept to market.

Experience spans New Balance, Nike, Honma, and TaylorMade-adidas, with global collaboration, a track record of building high-performing inclusive creative cultures, and 21 issued patents across footwear and golf equipment.

EXP

NEW BALANCE, Beaverton, OR

May 2021 to Present

Creative Design Manager, Innovation (Oct 2024 - Present):

- Leading a multi-disciplinary team creating future-forward performance solutions across categories, focusing on athlete amplification and 3-5 year innovation strategy.
- Designing a ground-up rebuild of New Balance's middle-distance spike, worn by Olympic gold medalists, ahead of the 2028 Games.
- Driving innovation cleat development for New Balance's quickly growing roster of elite NFL athletes, translating athlete testing into next-generation on-field platforms.
- Rebuilding the innovation calendar with engineering and our factory – adding a tooling round, overlapping the inline handoff, and restructuring their sample room with an innovation-dedicated line where one developer follows each shoe, leaving concepts functional at handoff.
- Directing athlete-driven storytelling in partnership with design, engineering, development, and marketing, using VR, 3D, and AI tools to accelerate development and approval cycles.

Design Lead, Cleated Category (Oct 2022 - Oct 2024):

- Defined the creative vision for New Balance's re-entry into American Football, partnering directly with NFL athletes and collegiate programs.
- Directed a team in building a new cleated footwear category from the ground up, including four launch models and a new manufacturing partner.
- Delivered strategic product roadmaps aligning athlete insights, performance needs, and cultural relevance.

Sr. Designer, Performance Running (May 2021 - Oct 2022):

- Design lead across Road, Trail, and Race categories, driving innovation in tooling, fit systems, and sustainable materials to meet athlete performance targets.
- Delivered executive presentations and collaborated cross-functionally with Product, Development, and Marketing to align on business priorities.

HONMA, Beaverton, OR

Consulting Design Director (concurrent with Nike, Jul 2017 - Jul 2021):

- Set the creative and strategic direction for the XP-1, TR, T//World, and Beres product lines, contributing to Honma's 5-year U.S. brand goals.
- Directed design across all silos—from \$5K hand-crafted Beres drivers to elevating detail and craftsmanship in the XP-1 game-improvement line.
- Partnered with engineers and marketing teams to bring innovative designs to market.

EXP

NIKE, Beaverton, OR

March 2016 to January 2021

Footwear Design, Cleated Category (Jul 2018-Jan 2021):

- Led design for elite cleat and turf models for Baseball, Football, and Lacrosse athletes.
- Created athlete-driven performance solutions using computational design techniques and future-focused tooling.
- Oversaw a full category restructure (FA21 Lacrosse), integrating graphic, color, and material design.

Footwear Design, Core Performance Category (Mar 2016-Jul 2018):

- Designed high-performance, cost-efficient footwear for Basketball, Running, and Training.
- Delivered a top-5 selling sneaker (Revolution 5, launched 2020) and earned 10 design patents covering uppers, midsoles, and outsoles.
- Balanced athlete insights, business goals, and factory capabilities through global collaboration.

TaylorMade-adidas golf, Carlsbad, CA

November 2007 to February 2016

Earned 11 patents across both roles – 9 design and 2 utility.

Sr. Industrial Designer and Design Lead (May 2014-Feb 2016):

- Directed design for Tour-proven, category-leading products, contributing to growth from \$500M to \$1.8B revenue.
- Led the successful re-launch of the Adams brand, managing Industrial and Graphic Designers globally.
- Collaborated with executives and engineers to deliver premium innovation pipelines.

Industrial Designer (Nov 2007-May 2014):

- Designed industry-leading, Tour-proven products for U.S. and global markets, including multiple #1 category best-sellers.
- Developed a broad portfolio of performance golf equipment: irons, metalwoods (drivers, fairways, hybrids), wedges, putters, and accessories.
- Created designs for components such as weights, grips, shaft graphics, head covers, and golf bags.

EDU

BACHELOR OF SCIENCE, TRANSPORTATION DESIGN

Art Center College of Design, Pasadena, CA

SKL

Digital Tools: Adobe Creative Suite, Vizcom, Midjourney, Gravity Sketch, Keyshot, Vectoraster, Keynote, Mural

Expertise: Category Strategy, Design Team Leadership, Athlete Insight Research, Product Roadmapping, Cross-Functional Leadership