

## Summary Bio

15+ years translating consumer insight into future scenarios and market-ready innovation for corporate strategy across product, technology, lifestyle, and retail. Proven collaborator and complex problem solver for startups, rising underdogs, and Fortune 100 & 500 brands from trend foresight and HCD research through product creation, roadmapping, and retail activation. Comfortable in the boardroom, the factory floor, and leading focus groups for business needs and customer engagement. Driven by the belief that technology is foundational to human evolution, and provides the path to pursue our full potential, shaping how we move through the world.

## Core Expertise

TRANSLATING INSIGHT INTO IMPACT  
THROUGH INTEGRATIVE INNOVATION

DESIGN RESEARCH & STRATEGY – MARKET & CONSUMER INSIGHTS  
PRODUCT CREATION & VISION – RETAIL & CUSTOMER EXPERIENCE

## Key Skills

Strategic & Critical Thinking – Complex Problem Solving – HCD & Qualitative Methods – Consumer Segmentation & Sentiment – Journey Mapping – Customer Experience – Macro & Micro Trend Foresight – Design Research – Data Analysis – Phase 0 Discovery – Visual Storytelling – UX Storyboarding – Product Line Roadmapping & Planning – Merchandizing – Generative AI & Synthesis – Communication Design – Naming – Study Guides – Field Work – Interviews – Workshops – Mentoring

## Notable Clients

adidas – Best Buy – Brunton – Clorox – Cricut – Foot Locker – GE – General Motors– Goal Zero – Hemex – Intel – Logitech – Mattel – Microsoft – New Balance – Outdoor Research – P&G – Pepsi Co – Philips – Reebok – Seagate – Starbucks – Wired Magazine

## Experience

[ OBJECTIVE OF ]<sup>SM</sup> Director, Innovator, & Strategist for hire | Jan 2026 – Present | Portland OR  
Independent creative consultant specializing in consumer product experiences, future category platforms, and retail activations. Providing strategic design direction for emerging underdogs and Fortune 100 heritage brands, leading end-to-end innovation process including discovery, concept incubation, technical product creation, and development of strategic roadmaps for brand transformation and sustained growth. Utilizing generative AI platforms and visual storytelling to translate insight into impact through integrative innovation. .

## STARBUCKS COFFEE HQ Design Lead: Store Concepts | Jan 2023 – May 2025 | Seattle WA

- Delivered executive-level presentations and facilitated workshops, creating comprehensive decks and qualitative research materials to streamline decision-making for the CEO and VP stakeholders
- Co-Lead initial vision, design stories, & visual language for the cafe espresso maker showcased at Investor day 2026 "Back to Starbucks" supporting a 24% stock increase into May.
- Lead "Future of the Third Place" project of secondary research, insight & opportunity gathering and visualizing retail scenarios for 2035. Co-created a playbook for Gen Z & A coffeehouse activations.
- Collaborated with Vitamix suppliers to co-develop a next-generation café blender solution, achieving an 8% reduction in noise and blend time while elevating barista experience & joy.
- Stewarded a cross functional design update of the bakery case display for barista usability, speed to clean, & increased sales by 5% during trials
- Piloted remote design sprints with distributed client teams, leveraging collaborative platforms like Miro and Figma to accelerate early-stage concept validation and stakeholder alignment across time zones.

## ALDC.CO Founder &amp; Creative Consultant | Jan 2016 – Dec 2023 | Portland OR – Seattle WA

- Built an interdisciplinary studio and managed 20+ clients and mentored six interns. Delivered creative vision, experience innovation, industrial design, and visual communication for industries including apparel, med tech, healthcare, humanitarian, B&M retail, SaaS, and automotive.
- Energized Hemex Health's early development stages -- our ID & UX design process & deliverables helped raise \$4M in private investment and earned \$2.7M in revenue in 2022.
- Developed industrial design assets and functional prototypes for a universal information service, enabling reliable operation in underserved regions and directly supporting a \$150K capital raise.
- Created strategic CPG concepts for the Starbucks VIA brand that allowed instant coffee to reach \$100M in sales within its first 10 months and peaked at \$250M.
- Established the product strategy, logo mark, color palette, design language, & tech packs for LIFT Industrial Safety gear now valued at \$12.1 million.
- Designed Oregon's first community-led LGBTQ+ primary care, mental health clinic, & pharmacy serving 450 patients in 2017 to over 1400 in 2020.

## ZIBA DESIGN Experience Strategist | Oct 2011 – Dec 2015 | Portland OR

- Built a modular ecosystem & brand of mobile accessories handing Best Buy 11% growth in domestic revenue & was able to reduce waste by 20% compared with Best Buy's previous line.
- Traveled to China consumer's insights informed an ideal journey, product roadmap, & future Seagate, Lacie, & Lyve innovations for 5-10 years out NASDAQ:STX: 11.55 (2012) – 54.11 (2019)
- Invigorated Intel's declining Tablet Platform, researched in India and the U.S. and defined future usage scenarios, messaging opportunities, hardware innovations, & tech integrations creating 5% growth by 2018.
- Mapped & redefined the customer experience for a rebrand for Enli, the leader in SaaS Health Management. Strategy, direction & framing drove UI principles, naming, customer, & acquisition by Cedar Gate for \$28M.
- Developed a transparent touchscreen over a physical shoe display earning Adidas over 600K customer views in the first three years, with a two minute average engagement time from shoppers
- Defined 5-10 year future stories, usages & product messaging for Intel's silicon platforms. Built two next-gen product collections, stories & roadmaps for third party development

## Education

COLUMBUS COLLEGE OF ART & DESIGN BFA Industrial Design

## Involvement

UNIVERSITY OF OREGON Product Design Lecturer – Student Mentor  
IDSA DEIC: General Council – Research & Data  
KING COUNTY EQUITY NOW – Communications Designer

## Tools

Adobe Photoshop – Illustrator – Indesign | Miro | Figma | Vizcom | Midjourney | Rhino | Keyshot | Sketchbook | Keynote | Affinity