

PROFILE

Footwear Design Director – Founder of MISE

Footwear design leader with 20 years in performance, lifestyle, and occupational product. Set the design direction for the Derrick Rose and James Harden signature lines at adidas. Led creative direction for global and founding brands at Studio Noyes. Founded MISE and built it into a multi-million-dollar business.

EXPERIENCE

2020–Present

MISE – Founder & CEO

PORTLAND, OR

- Founded a direct-to-consumer performance footwear brand for culinary professionals and grew it into a multi-million-dollar business.
- Led design direction and development for The Standard, the flagship kitchen shoe, and its three follow-up models and updates.
- Set the creative direction across product, brand identity, photography, and marketing.
- Run the business end to end: supply chain, vendor negotiations, logistics, and funding.
- Lead a small in-house team and a network of outside partners.

2016–2024

Studio Noyes – Design Director

PORTLAND, OR

- Led footwear design for The North Face, HOKA, lululemon, and Yeezy.
- Directed brand and creative work for Kizik, adidas, Pendleton, and Levi's.
- Partnered with founding teams to launch Avoli and While On Earth, building each brand's design language and product strategy.

2014–2016

adidas Basketball – Design Director, Footwear

PORTLAND, OR

- Set the design direction for the Derrick Rose and James Harden signature lines.
- Led Harden Vol. 1, the first shoe in Harden's signature line. Its exploration also produced the Harden BTE and Harden LS.
- Co-led a team of 3–5 designers and 1–3 interns and contractors, delivering 6–9 models a season.
- Directed color and material, graphics, and advanced concept work.

2012–2014

adidas Originals – Category Designer, Footwear

PORTLAND, OR

- Set the North America footwear design direction with the global Creative Director.
- Designed 7–8 new models per season and managed designers, assistant designers, and interns.
- Led footwear color direction and presented the North America line at global headquarters.

2011–2012

Vans – Senior Designer

LOS ANGELES, CA

- Designed LXVI, a new line combining skate heritage with modern construction, and shaped its launch strategy.
- Owned seasonal design, color and material strategy, and key account work including Foot Locker.
- Supported sourcing of factories and vendors for complex constructions and performance specs.

2006–2011

K-Swiss – Designer

LOS ANGELES, CA

- Led the design, color, and material direction for global youth and lifestyle lines.
- Ran the design internship program, managing two interns per quarter.

CAPABILITIES

LEADERSHIP

Creative direction, design team leadership and mentoring, brand building, design strategy, trend and consumer insight

CRAFT

Sketching, footwear CAD, tech packs, last and pattern development, material sourcing, factory development and sampling, wear-testing, costing

EDUCATION

2007

Arizona State University – BS, Industrial Design

TEMPE, AZ