



**johnhlavacs@gmail.com**

PROFESSIONAL EXPERIENCE:

**Senior Designer In-Line Innovation**

**NIKE Inc. Women's Running Footwear.....2020 – Present**

- Create strategic vision, insight and innovation roadmap for Nike Women's Performance Footwear with a focus on Running
- Design athletic footwear concepts and product improvements specific to Women's biomechanics & anatomy.
- Establish the modern Running category Best-Practices in partnership with Development, Marketing, Engineering
- Create & publish design templates in unison with Nike-Sport-Research-Lab based on foundational performance needs.
- Mentor and guide designers in all aspects of the process in all sport categories within the Women's organization.

**Senior Designer In-Line & Innovation**

**NIKE Inc. Field Sports/Cleated Footwear.....2016 – 2020**

- Pioneered innovation process and quantifiable test paradigms using deep-learning machine motion-capture techniques.
- Authored Design Direction for Nike Baseball working directly with MLB / NCAA players & teams to inform and validate
- Carried out Lead Design responsibilities for Baseball & Football Cleated Footwear to create performance technologies and Statement designs for signature athletes such as Mike Trout and Russell Wilson

**Senior Designer In-Line Innovation**

**NIKE Inc. Core Performance Footwear.....2014 – 2016**

- Directed the creation of Core Performance Innovation agenda/roadmap and communication (powerpoint/PDF/etc.)
- Responsible for presentation and distribution of strategic vision to internal business units and factory partners
- Duties included: Creating insights, authoring project briefs, identifying athlete partners & organizing insight gathering, formulating partnerships with like-minded innovative vendors, as well as generating design solutions for each innovation

**Founder, Owner, Operator**

**John Hlavacs Design & Innovation. Portland, OR.....2013 – 2014**

- Footwear and Product Design consulting services (Clients: Brooks Running, Under Armour, Concept21, Deckers / Hoka)
- Conducted consumer research, offered market analysis and created marketing lineplans along with design solutions

**Senior Design Manager**

**Under Armour. Portland office.....2012 – 2013**

- Responsible for Special Projects and Pinnacle Footwear: Fit improvements, Last designs and new platform innovations
- Undertook Design, Development, and Project Management roles with direct communication to headquarters and Asia Manufacturing partners, along with sourcing of local prototyping resources

**Senior Designer**

**Columbia Sportswear Company / Montrail.....2011 – 2012**

- Created vision, insight, research and designs focused on Columbia light-hiking and Montrail running

**Founder, Owner, Operator**

**Lightspeed Soldiers LLC. ....2009 – 2012**

- An entrepreneurial venture focused on inspiration, mentorship, fitness, and fostering human potential
- Portfolio includes footwear design, brand identity, landscape photography, Steens Mountain Running Camp Illustrations
- Inspired the creation of, and created graphics for "Jesse's Buddies"... community outreach in Cleveland, OH

**Senior Innovator**

**NIKE Inc. Innovation Kitchen.....2007 – 2008**

- Designed new AIR-soles and early-stage creative vision for several programs including Local-for-Local and N7 Curation

## Senior Footwear Designer

NIKE Inc. Running.....2001 – 2007

- Created concepts and lines of running shoes utilizing a range of technologies including NIKE SHOX, MAX AIR, and influenced new cushioning formulations, textile designs and production efficiencies
- Updated category Best Practices and generated Design Direction for technical running (Bowerman Series)
- Collaborated with Olympic athletes, physical trainers and biomechanists to envision new technologies
- Initiated CONSIDERED Design approach to the Pegasus 2008, pioneering the Sustainability movement in Nike Running
- Nike / GM Traction Collaboration. Assumed lead design role on Hummer H3T Concept tire design

## Senior Footwear Designer / Creative Director

NIKE Inc. Cleated.....1998 – 2000

- Responsible for Creative Direction of category, managing budget, overseeing designers and giving performance reviews
- Created and managed lines of product to drive a singular category vision from on-field professional athletes down through kids footwear, and influenced Cross Training models
- Responsible for communication within Nike and externally with NFL, MLB, youth athletes, coaches & trainers  
Collaborated with professional athletes such as Ken Griffey Jr, Alex Rodriguez, Jerry Rice on statement products

## Footwear Designer

NIKE Inc. Cleated/Cross Training.....1996 – 1998

- Created performance Football and Baseball shoes from athlete insight, to concept sketch, to tech-pack, to production
- Traveled domestically and internationally for market research and Asia production development trips
- Managed the Nike Footwear Design Internship program (college correspondence, portfolio reviews and talent acquisition)

## Co-op / Internship

GVO Inc. (product design consulting) Palo Alto, CA.....1996

Ford Motor Company, (automotive design) Dearborn, MI.....1995

Thomson Consumer Electronics. (GE, RCA, Proscan) Indianapolis, IN.....1994

Design Central. (product design consulting) Columbus, OH.....1993

## EDUCATION:

### Bachelor of Science (Industrial Design), June 1996

- University of Cincinnati, OH, GPA 3.8 / 4.0 (Magna Cum Laude)
- IDSA Student Chapter Merit Award
- UC college of DAAP Outstanding Senior Award (Industrial Design)
- UC Professional Achievement Recognition Award for outstanding co-op (Industrial Design)

## ATHLETICS / ACHIEVMENTS / INTERESTS:

- Counselor / documentarian: Steens Mountain Running Camp (2007 – present)
- Bowerman Track Renovation Board member (NIKE) 2008 – 2009
- CYO Assistant Track Coach: Holy Trinity School (Beaverton, OR) 2004 - present
- Fund raising / Charitable volunteering (Livestrong Challenge) (NIKE Art Outreach) (Special Olympics)
- Silver medalist: USATF Masters Decathlon (35-39 age division) 2009
- Developing fitness programs and training schedules for family / friends of all ages
- Running... (10K 40:16) (5K 18:06) (Mile 4:55) (800M 2:08) (Decathlon 4224pts)



**DESIGN PORTFOLIO:** [www.coroflot.com/johnhlavacs/portfolio](http://www.coroflot.com/johnhlavacs/portfolio)

**FINE ART PORTFOLIO:** [www.johnhlavacs.smugmug.com](http://www.johnhlavacs.smugmug.com)

**LINKEDIn:** John Hlavacs

I approach projects using the traditional product design model of problem solving: Build a part - test it to failure - revise it - build another part... Repeat as necessary to ensure you have realized, then subsequently broken through the LIMIT. If you've never explored the LIMITs, then you haven't innovated.

-John Hlavacs