

**Home 1** 753 Hallmark lane Longmont Colorado USA 80504 -  
**Home 2** \_13290 SW Walker rd Portland, OR USA

**Joseph Abadjian**

**Education** - Art Center College of Design  
Pasadena California - bachelor of science degree

**3T:** To influence the creative process through narrative, dialogue and product design with emphasis on delivering efficient solutions. To be a contributor in the creative process, make connections and collaborate with all the players in that process. To bring both inspiration and creativity.



**Sportdesign Colorado** \_Footwear Design Consultancy Owner  
2017-Present

Design Consultancy/\_ Clients :Concept21 (Anta\_Kappa China \_Steve Madden,USA)  
Innovation,Lifestyle,Performance,Outdoor,Sandals & Kids etc.  
Early Design Concepts: Big Baller Brand: Z0 ,BBB SLIDES & Backpacks,Apparel etc.

**crocs** **Crocs Inc** \_ Colorado  
2013-2017

Designer/ Manager C1 Category: Fully molded Devison. Create, Design, Innovate and manage tasks, manage teams Involvement: 1:Mentoring the young design team, Share knowledge and experience. 2:Increase category growth, with smart designs and great margins(Refresh and retention) 3:Design innovation\_ using new forms of molding/ cost saving process. 4:New Collections: Reuse and Renew campaign with heritage products Print graphics on Clogs, Flips Accomplishments: Crocs Band World,Heritage collection,Flips and Slides, Plug and Play, LE limited Tannery,Sporty LA Burger-man, Star Wars,Light's, Citi lane collection,Duet MAX, Woman's Busy-Day Slip-on lite ride collection including Clog,Flip& Slides.



**Sportdesign & Lightspeed Studio**\_  
San Diego CA & Portland OR  
2010-2013

Partner and Designer: Design, Innovation, Footwear, Wear testing, model making, photography, graphics, graphic layout And Catalog design,Sketching,tech drawings, development etc. Clients/Brands: Shu-co inc, Tenevis footwear: USA and Korea,Gourmet footwear,Columbia, O'Neill, LRG, Avia, Iron Fist Sports,Tweak (Online) China: Anta, Any Walk ,Head, 361, LiNing.



**DC Shoes USA**  
2003-2010

Senior level designer Men's, Women's Kid's. Sandals,Snow boots, Outdoor,Racing .Accomplishments at DC shoes:1:Multiple patents and visible technologies 2:Top selling shoes (million pair Club: Villain,Versatile The Rob Dyrdek Shoe Collection, Water resistant, Outdoor shoe collection and Snow boot Collections 3:Creating new Business opportunities: Artist projects,popular Collaborations with owner Damon Way And the rally racing program with owner Ken Block.



**Adidas International**  
Portland OR  
1998-2003

Designing footwear products for the Mass market in multiple categories: Men's Training, Women's Training, Adventure Outdoor, Action Sports, Team Sports(Football, Baseball Cleated).knowledge in problem solving and creating new aesthetics in footwear

#### **OTHER EXPERIENCE**

Next Planet & Oakley Inc  
1997-1998

**SOFTWARE:** KNOWLEDGE  
ADOBE ILLUSTRATOR, ADOBE PHOTOSHOP  
DEL-CAM CRISPIN, ALIAS STUDIO,  
MICROSOFT OFFICE, KEYNOTE & POWER POINT

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Sportdesign Colorado  
Sportdesign3.com

