



KELSEY FOO

DESIGN DIRECTOR, Adidas CC&P

Portfolio: <https://www.kelseyfoo-portfolio.com>

Email: kelsey.foo@gmail.com

Education: University of Oregon (B.A. Product Design)



NCAA Student Athlete: DI Women's Soccer Team (Captain 3x seasons)

Design Toolbox:

- Adobe Illustrator
- Procreate
- Rapid Prototyping
- Adobe Photoshop
- Gravity Sketch
- KeyShot
- Sketching



Design Director, CC&P | November 2024- Present | Los Angeles, CA

LEADERSHIP/DESIGN:

-Leading the Footwear Design team focusing on the Pharrell Williams partnership



Senior Footwear Design Manager | 2023-2024 | Denver, CO + Los Angeles, CA (Remote)

LEADERSHIP:

-Lead the Lifestyle footwear design team
-Helped spearhead the creation of our internal Design Platform website to communicate the seasonal Design Direction to contractors, internal partners, and key stakeholders

DESIGN:

-Lead designer for the OffTrail Sneaker platform for S25
-Lead designer for Insulated platform projects F25
-Lead designer for Archive platform projects S26



Senior Concept Footwear Designer | 2019-2023 | Los Angeles, CA + Cody, WY

LEADERSHIP:

-Presented concepts, samples, and sign-off models to Ye in an amplitude of review sessions. Partnered with the team to go above and beyond to prepare for design review sessions with the partner. Immediately re-capped sessions and created action plans to share with our cross-functional team to action partner feedback.
-Mentored teammates on our YEEZY team to help teach them the YEEZY codes and show them our ways of working to achieve success at a rapid pace in an intense environment.
-Mentored 3 designers in the S.E.E.D. (School for Experiential Education in Design) over 3 years. All 3 students graduated the program and found success in landing full-time jobs at adidas

DESIGN:

-**YZY 350V2**: Lead newness in *color, graphic, materialization* to increase business growth for the largest YEEZY franchise
-**YZY 350V2 CMPCT**: Lead designer- *Knit innovation*
-**YZY BSKTBL KNIT**: Lead designer- *Knit innovation + Basketball performance*
-**YZY KNIT RNR**: Lead designer- *Patented construction innovation*
-**YZY KNIT RNR BT**: Lead designer- *Patented construction innovation + Season 8 Fashion show debut*
-**YZY QNTM**: Support designer- *Created prototypes selected by Ye that lead to the final design direction*
-**YZY CNCPT BTS**: Conducted deep dive research to inform innovative boot design explorations. Created a multitude of concept boots that became Ye priority projects. Worked with a team to explore new methods of make to achieve desired shape/form.
-**3D TO MRKT**: Created with a multi-disciplinary team to re-imagine the possibilities of rapid prototyping direct to consumers. Partnered with MIT born RLP (*Rapid Liquid Printing*) to create wearable innovation prototypes.



Assistant Footwear Designer | 2017-2018 | Brooklyn, NY

DESIGN:

-Created the prototype hand selected by James Harden that inspired the design of the Harden Vol. 3
-Assisted with the FW '19 Basketball in-line season--helped re-connect street basketball culture to the Adidas performance basketball range
-Worked on the Advanced Creation team to innovate new methods of direct inject PU (DIPU). DIPU manufacturing innovation utilized for the launch of the '21 Future Natural Training shoe
-Refined rapid prototyping skills in the Maker Lab to bring concept ideation to life



Columbia

Internships | 2013-2016 | Portland, OR

-Earned internships at 3 different companies each summer during off-season. Showcased my ability to balance work, school, and perform at the DI NCAA level as a student-athlete.