



# JOE STANTON

Selected Skills

INNOVATIVE

ADAPTIVE

Skill Guide

COLLABORATIVE

ANALYTICAL

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## PERSONNEL OVERVIEW

A visionary -- with aim to revolutionize the way wellness is perceived and provide equal opportunity for marginalized individuals to partake in the sport of life. Wellness is often defined as a physical state, and through my career endeavors I strive to make a paradigm shift and explore additional elements such as economic, social, environmental and emotional utilizing unique mediums.

With experience in creative fields such as experience design, finance, marketing and product development I intent to use my platform as a canvas and essentially make "movement a movement" by creating means of enablement through product.



## SKILLS

- EXPERT IN 3D RENDERING / BROWZWEAR / CLO 3D
- BLENDER & UNREAL ENGINE / IMAGE PROCESSING
- OPTITEX / VMWARE / VML / LECTRA / GERBER / SLACK
- NAVIGATING CENTRIC / PLM / PCX / AIRTABLE / SMARTSHEET
- UNDERSTANDING OF GARMENT MEASUREMENTS
- UNDERSTANDING OF GARMENT CONSTRUCTION
- UNDERSTANDING OF FINANCIAL METRICS
- PROFICIENCY IN ADOBE SUITE / ILLUSTRATOR / PHOTOSHOP
- PROFICIENCY IN MICROSOFT SUITE / EXCEL
- PROFICIENCY IN KEYNOTE
- PROJECT MANAGEMENT
- PRODUCT DEVELOPMENT
- PROCESS MAPPING
- TECHNICAL STANDARDS
- TECH DESIGN / TECH DEVELOPMENT
- DESIGN / DESIGN THINKING

## AWARDS / CERTIFICATIONS

- SUMMA CUM LAUDE DISTINCTION @ OSU
- SUMMA CUM LAUDE DISTINCTION @ UOFO
- NIKE DIGITAL PRODUCT CREATION SME
- 2ND PLACE BURTON CLO GAMES
- NIKE CLO TRAINING

## LIFE EXPERIENCE

- LOST 100+ POUNDS
- LED WORKOUT PROGRAM @ NIKE
- FIRST-GEN COLLEGE/GRAD STUDENT
- MEMBER OF BLACK BUSINESS ASSOCIATION OF OREGON
- MEMBER OF 501(C)3 HUE
- OSU BLACK STUDENT CAUCUS MENTOR
- UNIVERSITY OF OREGON SPM MENTOR
- LAUNCHED STUDENT LED VENTURE CAPITAL FUND

## SOFTWARES



## EDUCATION

### The University of Oregon – Lundquist College of Business Master of Science Sport Product Management Major

PORTLAND, OR  
09/21 - 03/23

Cumulative GPA: 3.95/4.0

- Navigated product triad matrix through the curation of a design brief, in-house prototypes, tech packs, and communication w/ overseas factories
- Developed a Go-To-Market strategy for several countries working through pricing architecture, landed cost, distribution strategy, and reverse logistics
- Constructed tech packs, patterns, graphic schematics, Bill of materials (BOM's), Cost break downs (CBD's), physical swatch kits, mock-ups, and strike off request
- Relevant Coursework: Human Performance & Sports Product, Consumer Research, Design Thinking, Branding, Product Line Management, Product Dev.
- Browzwear 2D/3D Modeling, Strategic Management, New Venture Planning, Managing Global Business, Sourcing & Cost Strat, Sustainability, Law

### The Ohio State University – Fisher College of Business Bachelor of Science in Business Administration; Finance Major

COLUMBUS, OH  
08/17-05/21

Cumulative GPA: 3.98/4.0

- Active member of the Alpha Lambda Delta and Phi Et Sigma Honor Society, Dean's List all semesters
- Relevant Coursework: Introductory Accounting 2200 & 2300, Business Statistics and Management, Business Skills and Environment, International Business, Business law, Data Analytics, CSE 2111 Spreadsheets and Databases, Micro/Macroeconomics, Investments, Entrepreneurship 2500, Corporate Finance, Org Behavior & HR, Insurance/Risk, Strategic Management

## WORK EXPERIENCE



NIKE INC.

### Production Artist II - Apparel Excellence Design Studio

- Support GSA Apparel Design in the creation of unique cut&sew designs across multiple seasons simultaneously that resonates with the ethos and design language of Nike
- Create and maintain 100% accurate technical sketches and PRs
- Convert design concepts into production files using Adobe Illustrator and CLO 3D, ensuring that all technical specifications and production requirements are met for factories
- Work cross functionally with development teams and attend meetings regarding design intent, graphics, construction, fit, color, etc. Support proofs and sample approval processes
- Organize and maintain a library of digital assets, design files, and production documents that communicate correct chassis and style artwork
- Manage multiple projects and seasons simultaneously, ensuring that deadlines are met and production schedules are followed

BEAVERTON, OR  
06/03 - PRESENT

### 3D Designer - Nike Digital Innovation

- Design of immersive and interactive 3D experiences using Blender, Unreal Engine, CLO 3D, and Substance Painter, seamlessly blending storytelling with design intent for impactful product visualization
- Sculpted and created digital avatars, including detailed hair simulations, to bring life and character to digital projects and enhance narrative depth
- Translated 2D sketches and concept ideas into fully realized digital garments and patterns using CLO 3D, producing head-to-toe looks for virtual storytelling
- Enhanced garment material stories by applying advanced texture techniques in Substance, adding depth and realism to digital designs
- Directed conversations on scene lighting and post-production workflows, ensuring optimal visual quality and alignment with the project's narrative goalit

08/22 - PRESENT

### Senior Technical Design - Wms Kids Blocks

- Spearheaded the seamless integration of technology and design principles, overseeing the apparel development/design process from concept initiation to production execution leveraging 3D CAD programs such as CLO & Optitex
- Proficiently managed the intricacies of pattern making, grading, construction, costing, manufacturing, materials, and machinery, ensuring flawless execution and optimal quality control.
- Authored comprehensive product specifications and advanced construction instructions, showcasing an innate ability to interpret design visions and present innovative alternative solutions.
- Orchestrated the drafting and alteration of numerous styles within both 3D virtual environments and physical fittings, ensuring precision and aligning designs with consumer demands while adhering to tight deadlines
- Vetted 4D workflow and fit-specific animations alongside NXT and Standards to be used by inline teams to alleviate fit concerns prior to production

04/23 - PRESENT

### Technical Developer II - Wms Kids Apparel

- Managed multiple styles from conception to production; working closely w/ design and PM to effectively meet gates and ensure manufacturability
- Fostered effective teamwork between tech development and design through integration of CLO into concept creation workflow
- Supported digital initiative to alleviate need for physical PT's through the creation of standardized material, trim, & block libraries within CLO 3D
- Further developed toolboxes within PCX to update/standardized POMs, creating alignment across seasonal styles
- Led fitting sessions and engaged in alignment meetings to execute category strategy and curate kid -right garments
- Maintained communication w/ PCC and international partners to ensure accurate development

11/22 - 04/23



Burton Snowboards U.S. Softgoods Development

BURLINGTON, VT  
06/22 - 08/22

- Executed R&D concept from ideation to several iterations of prototypes work entailing curating a brief, 2D drawing, CAD rendering, material choices, BOM, and inputting associated PLM/centric metrics
- Served as the main point of communication between Shanghai and Burton on two projects, delivering feedback with clarity and accountability
- Conducted market research analyzing emerging and existing trends within the outdoor/snowboarding sector
- Strategized and implemented changes to refocus Burton's bag product line, appealing to a newly specified consumer while leveraging organizations key differentors
- Led material R&D efforts enabling Burton to meet sustainability goals for upcoming seasons
- 2nd place standing in CLO games, utilizing leftover fabrics to reimagine garment construction leveraging CLO and in-house prototype facilities



Creative Bloc LLC / Black Creative Collective Co-founder | Director of Operation & Digital Campaigns

PORTLAND, OR  
01/22 - 09/23

- Led Creative Bloc in driving engaging community discussions with accomplished black creatives, providing invaluable insights into career paths and accomplishments
- Led efforts to develop and execute a fully integrated business strategy alongside a two year workback calendar sustaining organizations competitive advantage
- Responsible for cultivation of an environment of inclusion and trust while simultaneously ensuring initiatives are in alignment with internal values
- Organized logistics/operations for events including on-site vendors, venue, run of show, event scripts, and marketing calendar
- Launched several philanthropic campaigns to combat the housing shortage in Portland and successfully executed apparel collaborations w/ local brands



NIKE 2020 Internship Experience Design Intern / Workplace Design + Connectivity Department

RENOTE  
06/20 - 08/20

- Researched and developed several feasible solutions to support Nike's remote work initiative, impacting the work environment for more than 70,000 individuals
- Pitched a comprehensive plan to address ender shortcomings within Nike's SB brand to Nike's Executive Leadership Team and Departmental Senior gLeadership teams
- Curated a detailed outlook of Nike's WHQ consisting of campus' policies, architectural design, and employee benefits, across several different and distinct time spans to address current and ongoing employee needs



NIKE Project Move Cohort Member / Strategic Insights

BEAVERTON, OR  
05/19 - 08/20

- Collaborated with a diverse team of 15 students to organize and execute Project Move, a student-led initiative aimed at cultivating a culture of daily sports engagement among college students
- Attended bi-weekly online meetings and a 4-day workshop at the Nike World Headquarters in Beaverton, Oregon
- Collaborated w/ students across Ohio States Campus to create 3 signature projects to promote on campus initiatives
- Advocated with the Office of Diversity and inclusion, Rec Sports, and licensing to promote on campus wellness
- Specialized in strategic development, including research and insight activities for the team to better understand their consumer and project goals