



jason liu

Footwear / Industrial designer

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jasonliustudio@gmail.com

Los Angeles, California

/ education

Westcliff University /
Master of Business Administration
2020 - 2022 / Irvine, CA

ArtCenter College of Design /
BS Product Design
2014 – 2018 / Pasadena, CA

Tianjin Polytechnic University /
BA Industrial Design
2009 – 2013 / Tianjin, China

/ experience

Footwear Designer/

Crocs

2021.5 – Now / Remote (Denver, CO)

Designed seasonal products, including full molded footwear, such as Echo Clog, Dylan clog, Duet Max clog+boot, Crocband Cruiser Sandal K&T, Energy Classic Clog, InMotion Clog, etc. As well as cut & sew (Molded +) footwear, such as Mellow Luxe Sandal, Mellow Ease sneaker & slip on, Yukon Fisherman Sandal, Echo Surge Sneaker, Splash watershoe K&T, etc.

Designed collaborations, such as Foot Locker SMU, Honor of Kings, Grip Swany Classic All-Terrain Clog, etc. Also helped executing collaborators' ideas/designs, such as Satisfy Running, Bodega, XLarge, Ottigi, Melting Sadness, etc.

Freelance Footwear Designer /

THE MARATHON CLOTHING, FAJO, DDOEK,
and Confidential client

2019.11 – Now / Downtown Los Angeles

Worked on wide range of footwear, such as athletic running, lifestyle runner, tennis court, etc. Worked on footwear silhouettes, logo placements, detail refinements, CMF, 2D renderings, and techpacks. Collaborated with the factory in Italy and China during development phase.

Junior Footwear Designer /

The Shoe Surgeon

2019.7 – 2019.10 / Downtown Los Angeles

Designed Made-to-orders, collaborations, and concepts. Executed techpacks and communicated with the production team. Projects included Manny Machado cleats for 2019 Player's weekend, Zadig&Voltaire collab, JBL collab, OBJ cleats and Air Max 1, etc.

Intern Footwear Designer /

Skechers – Performance Team

2017.9 – 2017.12 / Manhattan Beach, CA

Designed two Skechers in-line projects and Brandblack concepts. Executed techpacks and detailed renderings. Conceptualized personal blue-sky project, 2024 Martian footwear system.

Intern Footwear Designer /

PEAK R&D

2016.1 – 2016.3 / Beijing, China

Conceptualized the 5th Gen of Flyii running shoe. Completed the full design process from designing, techpacking to sample making.

Adidas Sponsored Studio at ArtCenter/

FutureCRAFT Team

2017.5 – 2017.8 / Pasadena, CA

Teaching Assistant /

ArtCenter – Visual Communication 4

2015.9 – 2015.12 / Pasadena, CA

/ recognitions

ArtCenter Student Gallery

SEER 2017 Summer

GALASPHERE 2016 Fall

BatMobile 2015 Summer

/ skills

Problem solving – Human-centered design
Innovation thinking – Dreaming the feasible future solutions

Branding strategy – Understanding how to run a brand as business (STEEPx / SWOT / archetypes / positioning matrix)

Techniques

2D – Doodle sketch / Photo-real rendering
[Old school / Photoshop and Illustrator]
/ Typography

3D – Solid & Surface modeling
[Solidworks / Rhino / KeyShot]
/ Prototyping

/ languages

English – Fluent

Mandarin – Native

/ interests

Collecting sneakers & designer toys /
Basketball / Video Game / Petting Dogs / Travel
/ Discovering local street food when traveling