


RYAN CROUCH

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EDUCATION

University of Cincinnati
College of DAAP
BS Industrial Design
Class of 2018
3.85 GPA

SKILLS

Adobe Creative Cloud Suite: Strengths in Illustrator, Photoshop, and Indesign

Digital Rendering: Procreate, Sketchbook Pro

Footwear Design: Tech pack creation, shell pattern and blueprint revision, concept creation, prototyping models, analog sketching/rendering, manufacturing

3D Design: Experienced in Gravity Sketch, Solidworks

Presentation: Adobe Acrobat, Miro, Microsoft Word and Powerpoint, Zoom, Microsoft Teams

Knowledge: Footwear materials, storytelling, brand, trend research, color design, human factors, consumer awareness, 3D form

COMMUNITY INVOLVEMENT

Deckers DEI Council Member: Responsible for leading informational sessions about diversity, equity, and inclusion. Seated within Deckers Brands council to promote positive change in the workplace.

Decker's Art of Kindness: Week-long commitment to local community service (2019 - Present)

DAAP Shoe Camp Teacher's Assistant (Summer 2017)

RECOGNITION

Runner's World "Editor's Choice Award 2021"
for HOKA Mach 4 shoe

Featured in "The Best Road Running Shoes of 2021"
by Outside Magazine for HOKA Mach 4 shoe

HOKA

FOOTWEAR DESIGNER

JANUARY 2020 - PRESENT

Leveraged consumer insights, athlete feedback, and trend to create innovative footwear product for the HOKA brand. Presented concept sketches and renders in formal and informal settings to the Product Team. Constructed detailed tech packs in relation to the footwear manufacturing process. Lead and completed design projects across road, trail, and lifestyle categories that have been released in the market. Worked closely with Color and Materials team as well as external brands to bring collaborations to life.

ASSOCIATE FOOTWEAR DESIGNER

AUGUST 2018 - JANUARY 2020

Sharpened footwear knowledge under founders of the brand. Assisted in color design for the brand's Fly Category. Crafted stories and colorways for limited release footwear. Participated in factory travel to develop footwear concepts that are now in market. Completed upper and tooling designs across performance and lifestyle. Worked cohesively with teammates from all functions of the Product Team.

FOOTWEAR DESIGN INTERN

AUGUST 2017 - DECEMBER 2017

One of three designers to assist in establishing the brand's first internal design team. Presented insights on the following to Design and Product leadership: aesthetic guidelines, brand direction, and reaching new consumers. Designed upper and tooling for Fall '19 running shoe that has been released. Created colorways for Spring '19 styles.

SKECHERS

FOOTWEAR DESIGN INTERN

JANUARY 2017 - MAY 2017

Performance Division

VANS

FOOTWEAR DESIGN INTERN

MAY 2016 - AUGUST 2016

Surf + Skate Team

FOSSIL GROUP, INC.

WATCH DESIGN INTERN

SEPTEMBER 2015 - DECEMBER 2015

Michele Brand

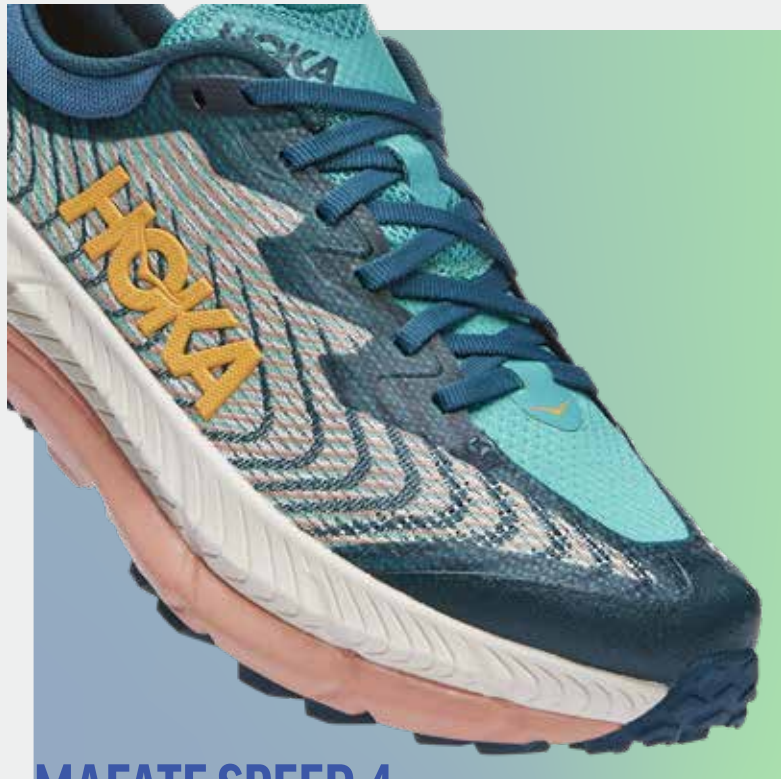
FISHER - PRICE

TOY DESIGN INTERN

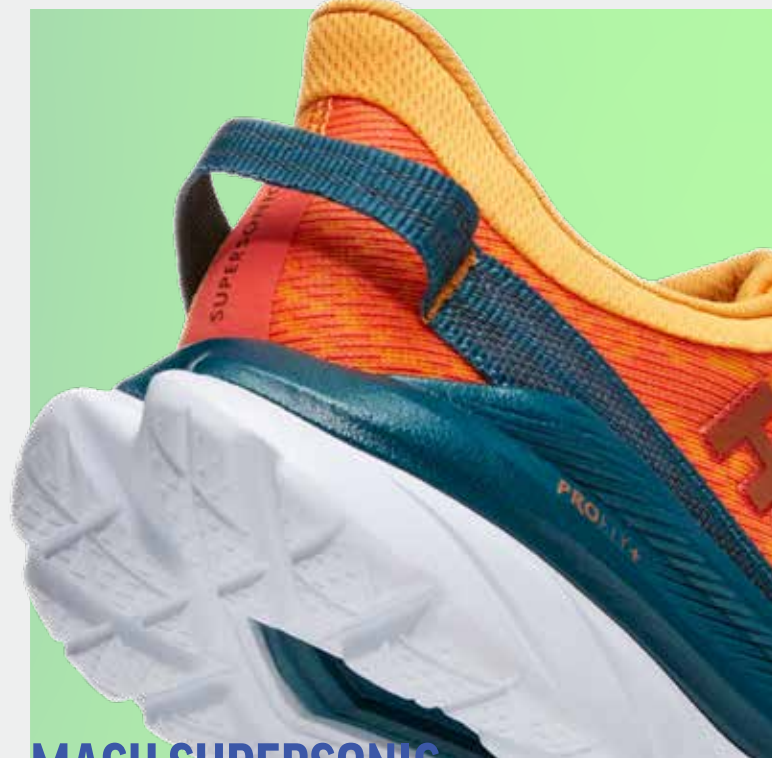
JANUARY 2015 - MAY 2015

Little People Brand

P R O J E C T S



MAFATE SPEED 4



MACH SUPERSONIC



MACH 4



CARBON X-SPE

see also

COLOR DESIGN

GAVIOTA 4

ORA SHOE 2

KAHA LOW GTX

HUPANA FLOW

KUYA: SENIOR THESIS



ESCAPISM

In the thick of 2020, the team set out to understand “the escape” and how people were chasing that feeling despite stay-at-home orders and more individualized practices.

Escapism is distracting oneself from an unpleasant reality, but it had shifted to a more desirable and fantastical experience within sport.

The idea of a trail run suddenly transformed from an activity into a hero’s journey.

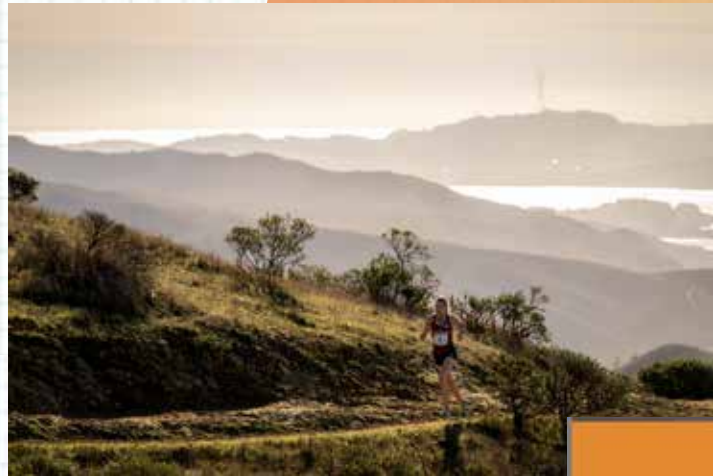
HOKA MAFATE SPEED 4 | FALL 2022 RELEASE

ACCLIMATE

Preparing for the journey

Breaking New Boundaries

Rather than accept bleak circumstances, athletes will overcome these barriers with new ways of thinking and problem solving. Running regains its position as a form of personal betterment and grounding **o n e s e l f .**



WHO EVER
HAS MORE
SOUL WINS

Elemental Equipment

The gear that the athlete chooses has the ability to transport them into a different state of mind. Preparing for the journey means establishing a strong connection between mind and **b o d y .**

Reinventing with Optimism

Every PR, new race, or discovered terrain is part of the athlete's creative process. We are able to take an active role in our future by putting our ideas into **a c t i o n .**



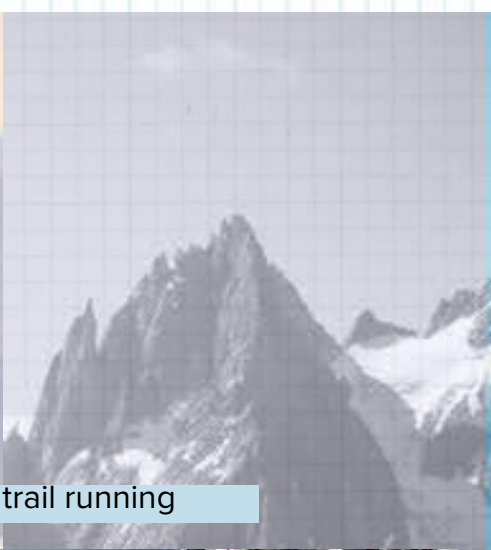
TRAIL RUNNING IS ROOTED IN THE HUMAN DESIRE FOR LIBERATION: FROM OUR LIMITS, CIRCUMSTANCES, AND PHYSICAL BOUNDARIES.



friendly + connected community



glory: the core of trail running



yunyanqiao Great running with great friends #timetofly #UTMB #hokaoneone



varied + beautiful terrain



growing representation in the outdoors

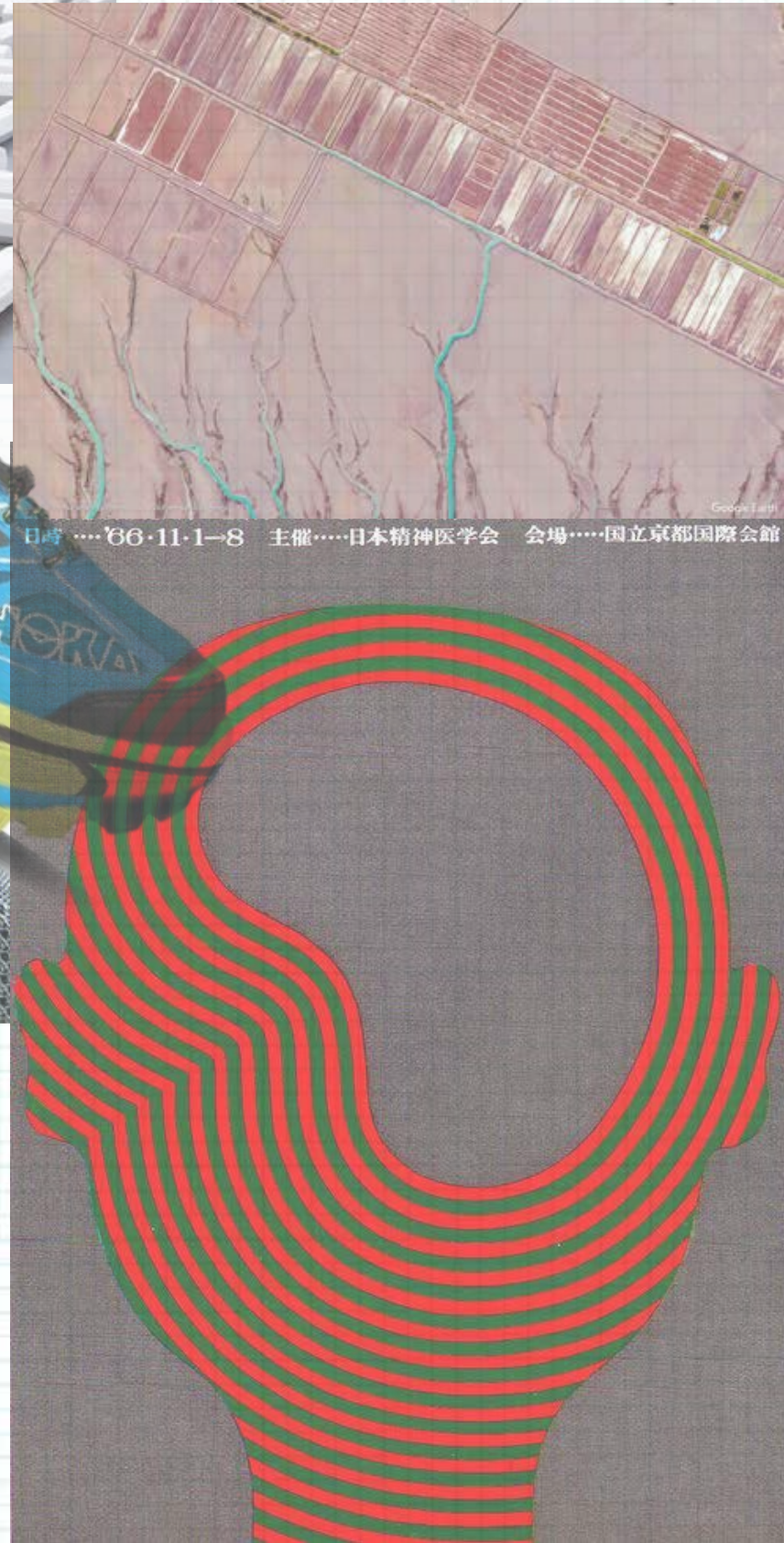
 **nativein_la #RepresentationMatters**
I still can't believe it nor have I had time to take this in because I've been so busy. But - I'm in happy tears and disbelief that I have the opportunity to represent my family, my relatives and our communities across Turtle Island on this platform. To run in prayer and raise awareness for our missing and murdered relatives. To help give visibility to all the heart work we do in our communities and promote health and wellness!



THE MAFATE

Revamping an icon

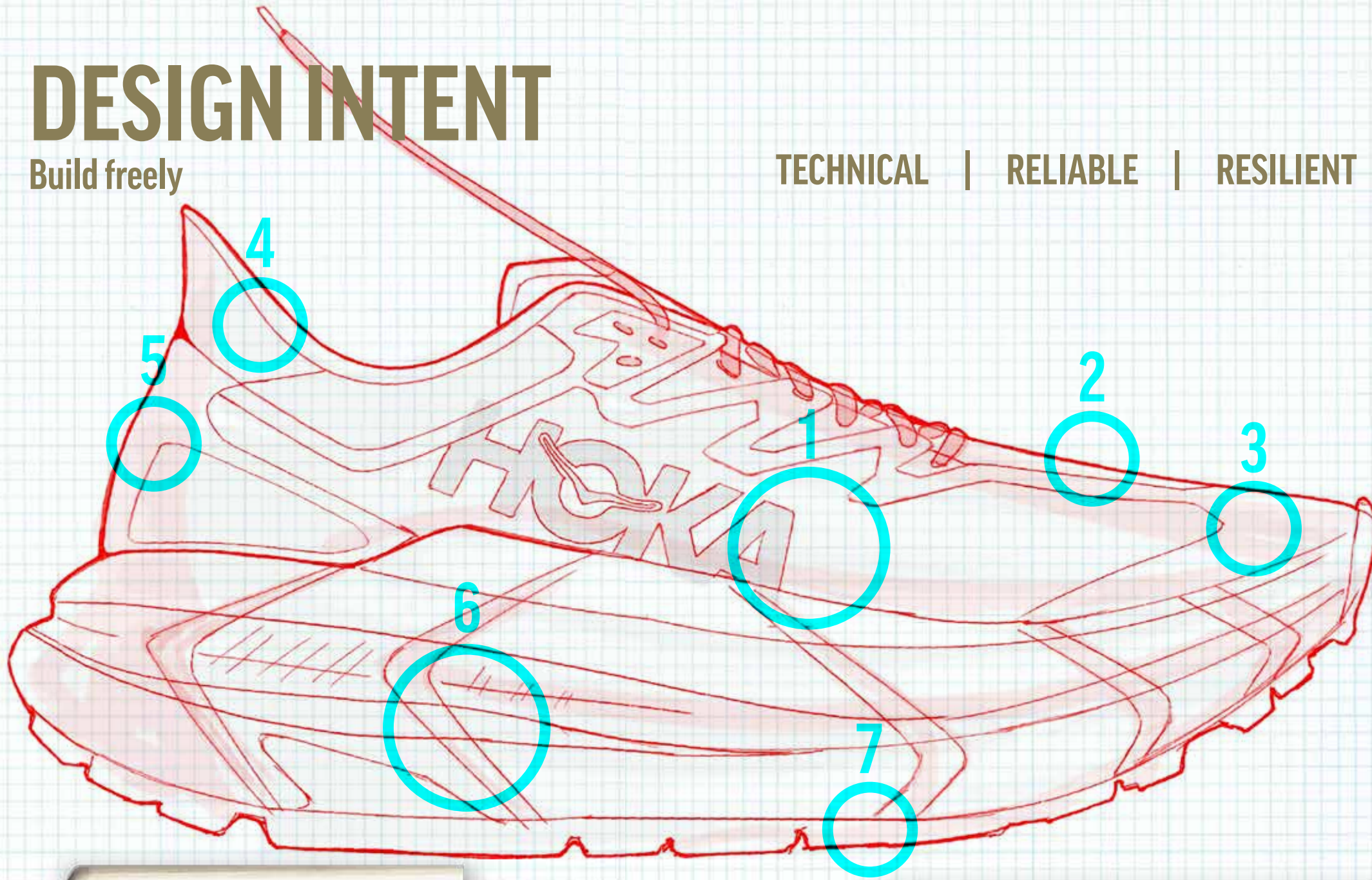
HOKA began to captivate runners in the early 10's with its response to footwear minimalism. The Mafate especially delivered on performance, massive cushioning, and a paradoxically light package.



DESIGN INTENT

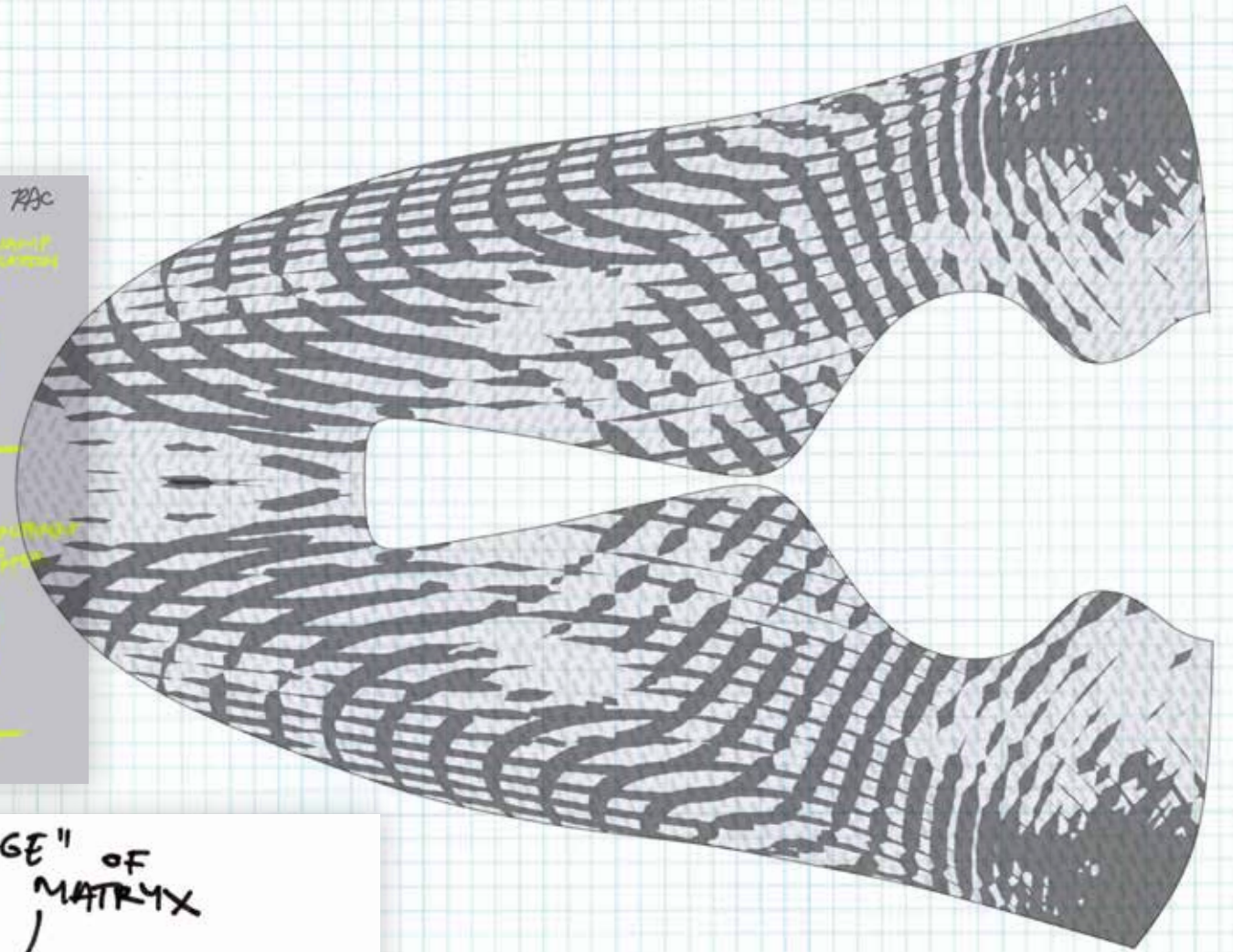
Build freely

TECHNICAL | RELIABLE | RESILIENT



1. Engineered woven upper, protective + hydrophobic
2. Articulated vamp to optimize major flex zone
3. Film cage merged with a rubberized toe
4. Extended heel for comfort and easy on/off
5. Puffed collar and heel details for long-mile comfort
6. Two-foam stack with super-critical topsole
7. Vibram outsole with traction lug treatment

BUILD: UPPER



Previous iterations of the Mafate use large film overlays across the saddle. With this version, the surface area of that film is greatly reduced. It makes way for an engineered upper and flex zone in the vamp.

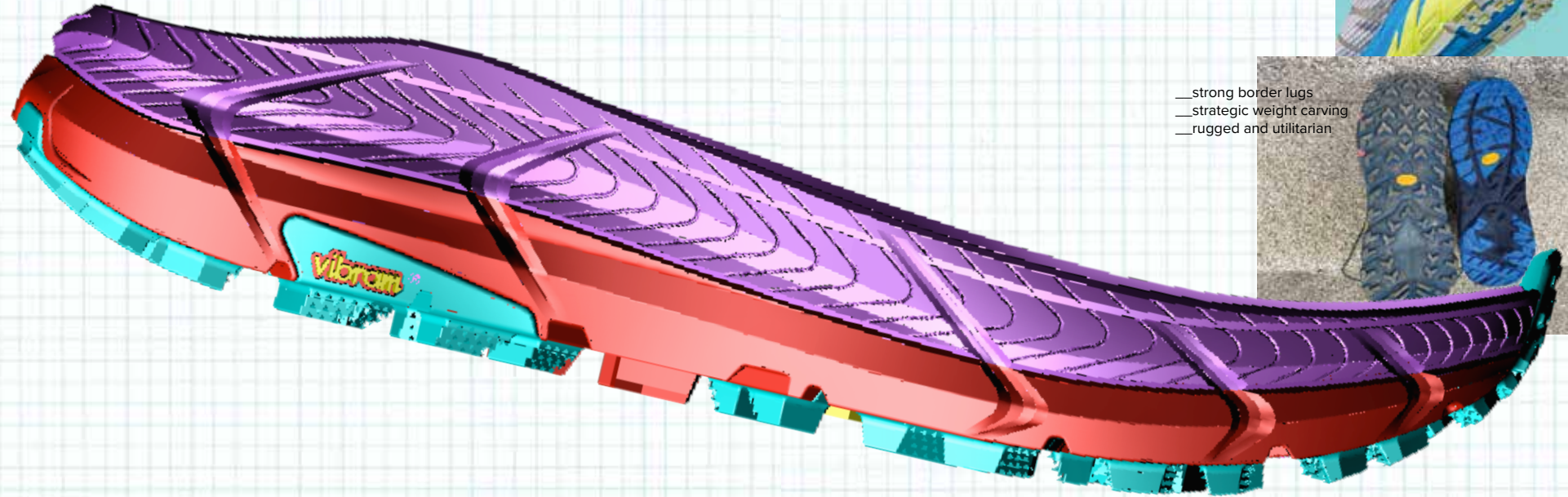


**S T R U C T U R A L
W O V E N
B U I L T
B R E A T H E**

The engineered woven holds up to four colors, but it still retains a thin profile. Additionally, venting zones were added near the front of the shoe to prevent overheating on long rides.

BUILD: MIDSOLE / OUTSOLE

HOKA'S GREATEST HITS



DYNAMIC SIDEWALLS

- strong border lugs
- strategic weight carving
- rugged and utilitarian



Speedgoat | Zinal

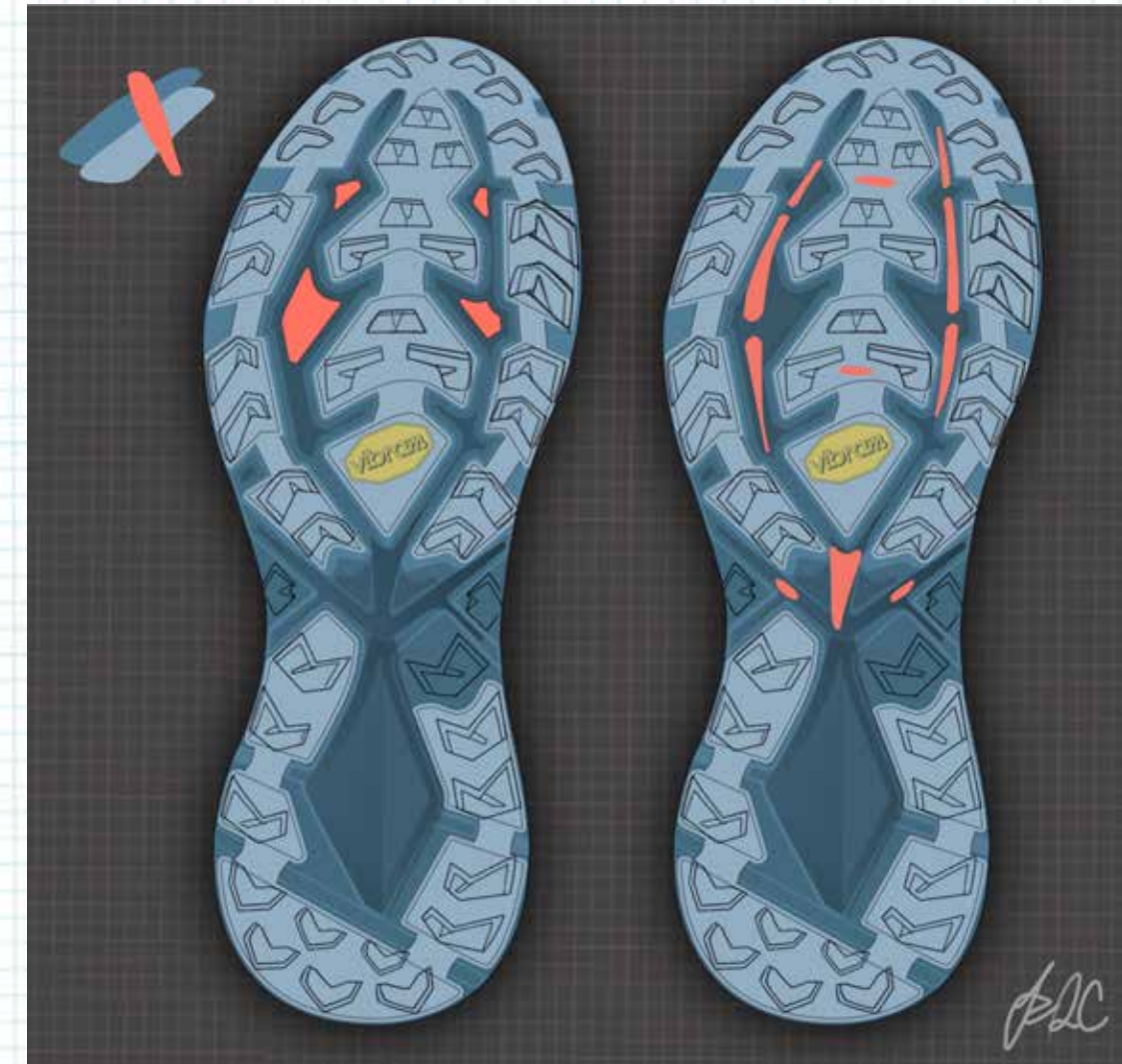
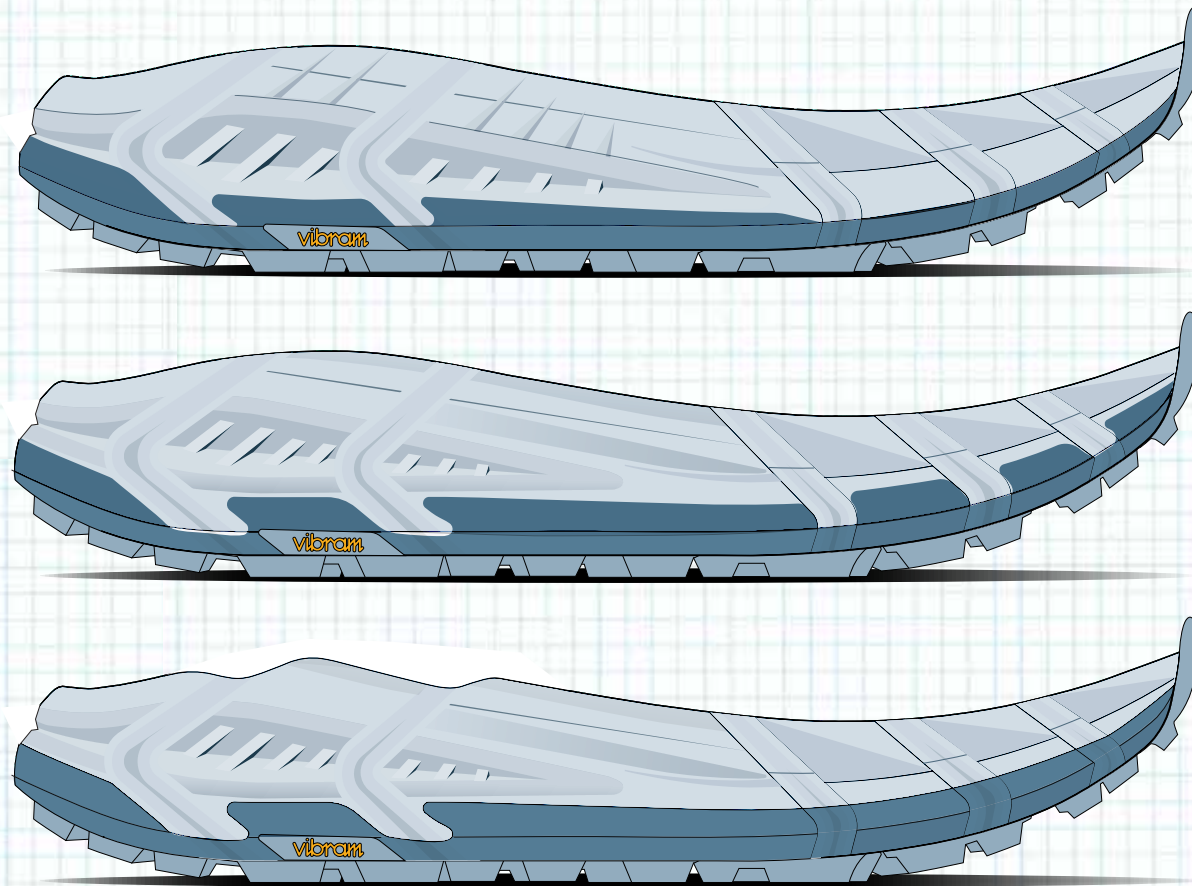


- midfoot flexing grooves
- organic channels for debris flow
- stability in symmetric design

MODERN TRAIL RUN DNA



- directional lugs
- cutout windows in foam and rubber
- grippy micro textures



Constructing the midsole was as much about innovation as it was about respecting our HOKA lineage. Taking learnings from our Trail Run line of products, we combined favorable geometries with grip and flexibility.

COLOR CONCEPT- ING

Paying tribute
to colorways
of the past.



solar flare



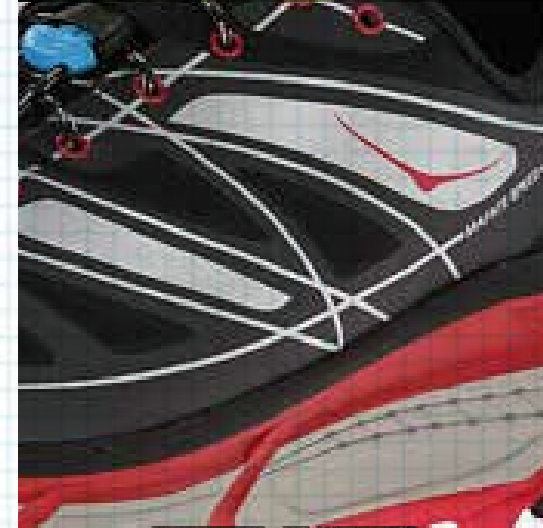
the legacy



stealth machine



frost bite



HOKA MAFATE SPEED 4

Built to Be Free



HOKA MAFATE SPEED 4

Built to Be Free



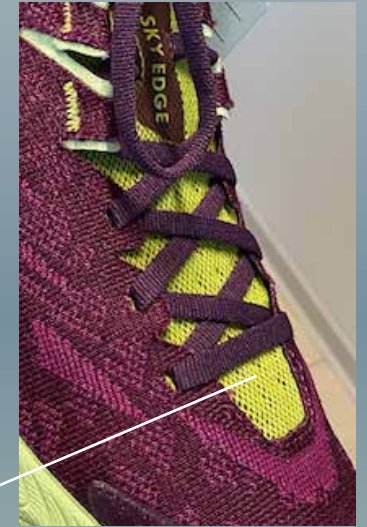
extended heel pull



tongue finishing



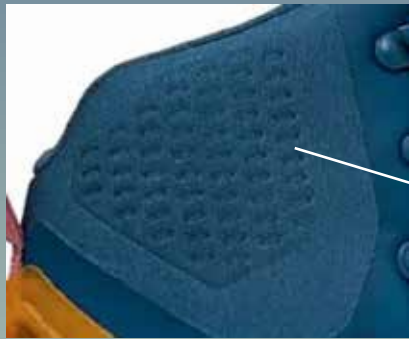
articulated vamp



HF weld logo with texture



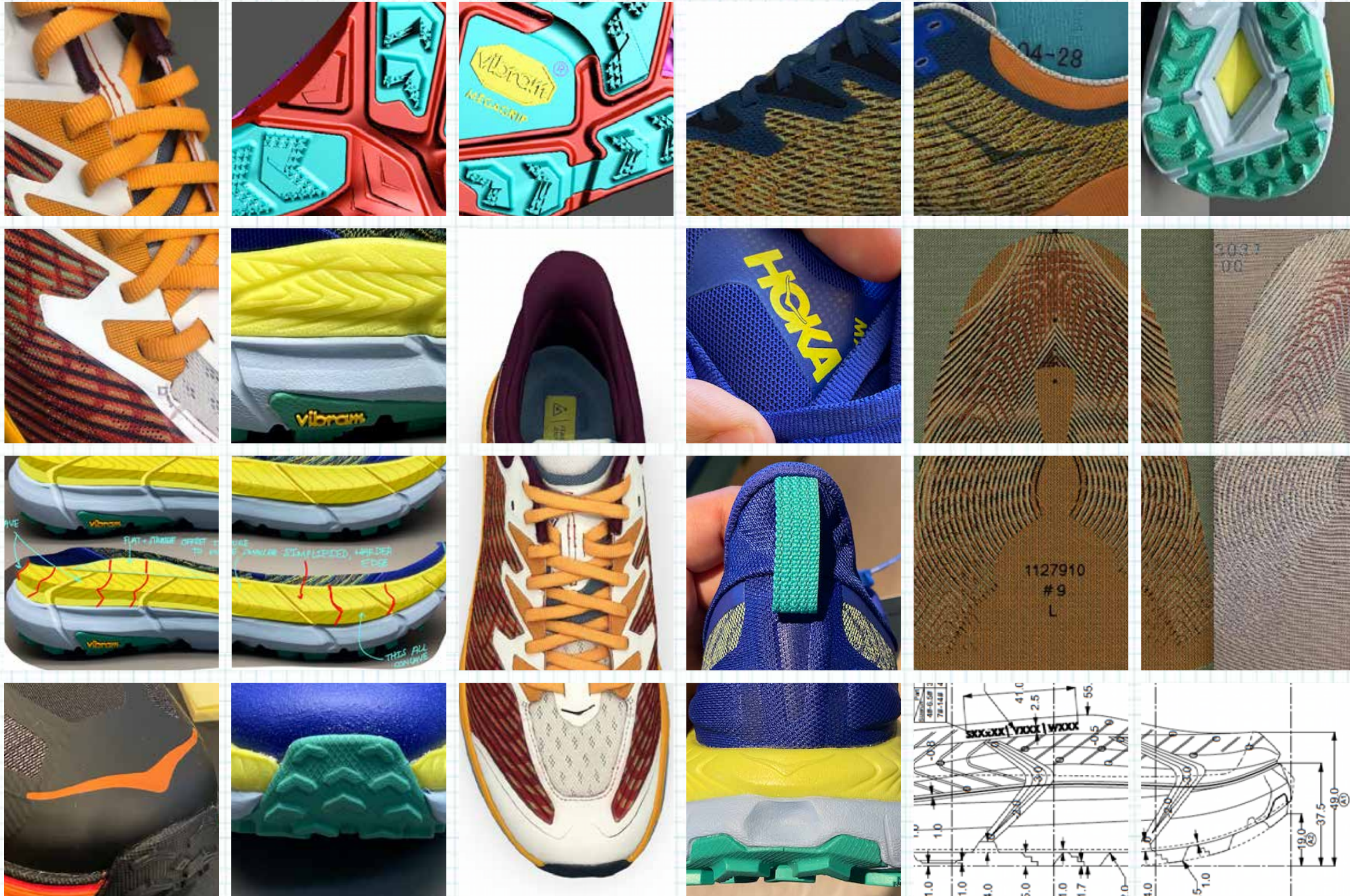
support emboss detail
foam or film



woven jacquard



PROCESS



The Mafate Speed 4 was a detail-oriented project from the start. After the woven upper was developed, refining the midsole components was the next challenge. Partnering with Vibram, we were able to utilize their Traction Lug technology. With it, micro-textures were added to crucial lugs in the design. Along with the added height, the lugs could now bite through just about anything.







HOKA MACH SUPERSONIC SPRING 2022 RELEASE

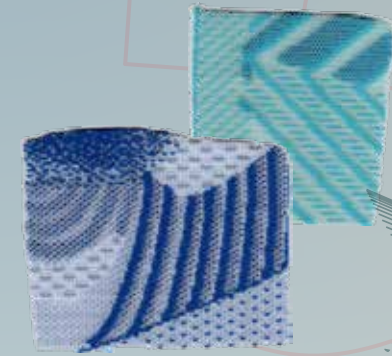
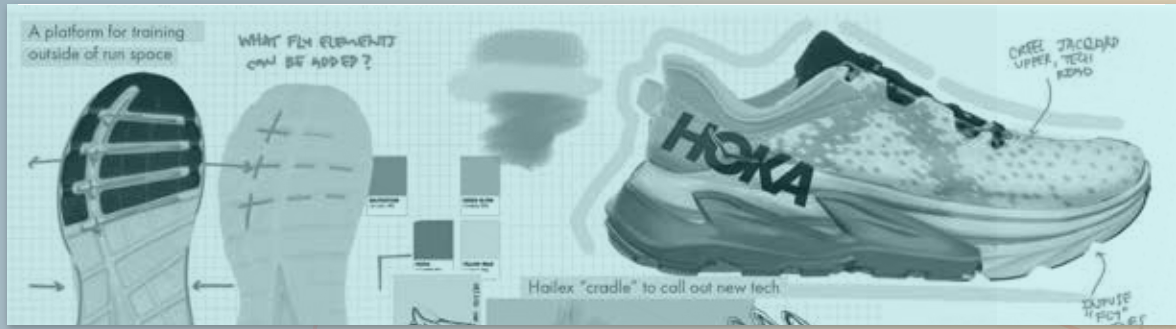
Our athlete is always elevating their training, so we set out to elevate the Mach experience. This new upper is paired with a super-charged foam.

___ Upper: Engineered creel jaquard upper, exaggerated heel pull

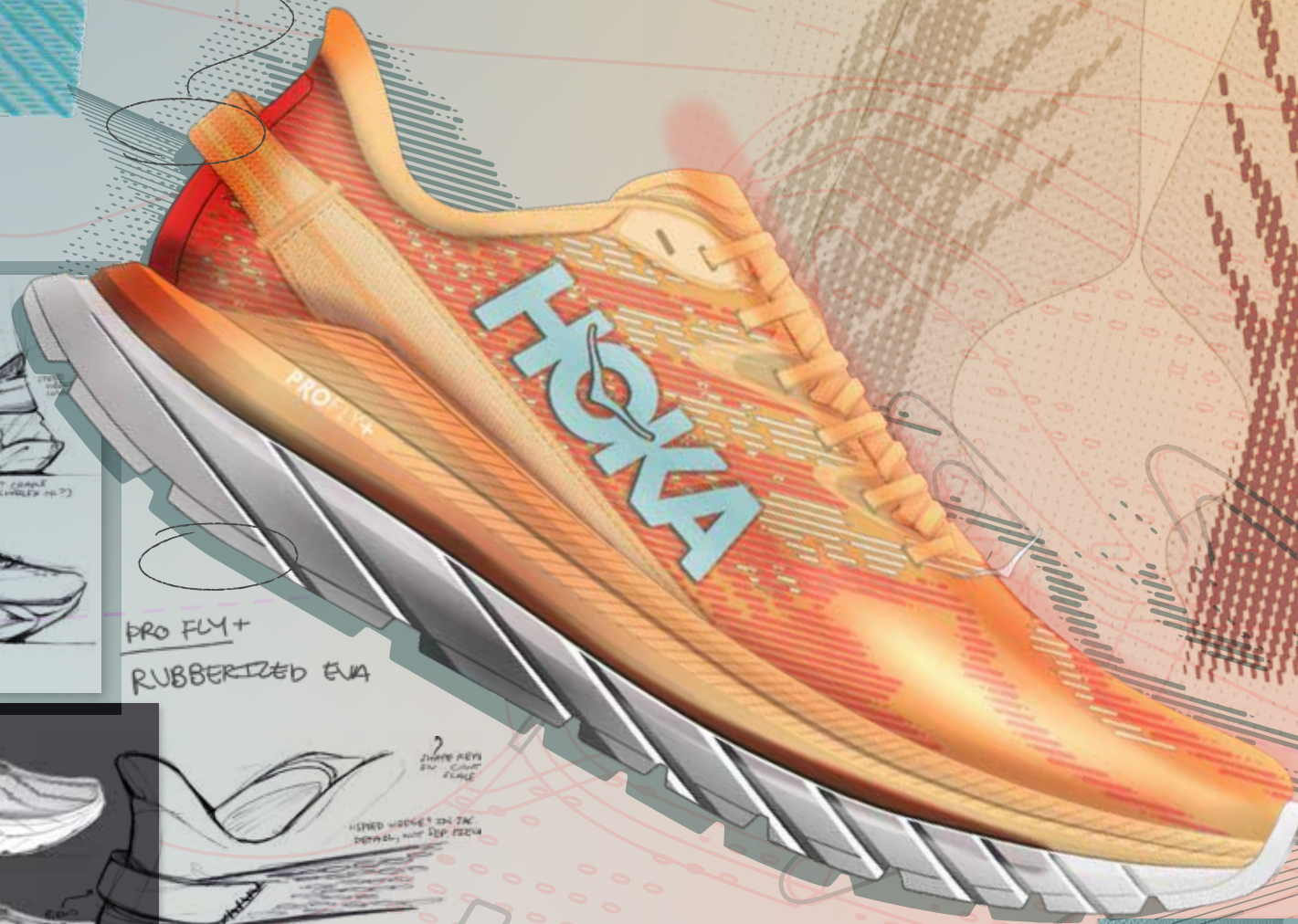
___ Tooling: Pro Fly+ construction including layered rubberized EVA and supercritical foam



Photo Credit: Believe in the Run



RIDICULOUSLY LARGE HEEL PILL



PRO FLY+
RUBBERIZED EVA



JACQUARD UPPER

MULTI-USE

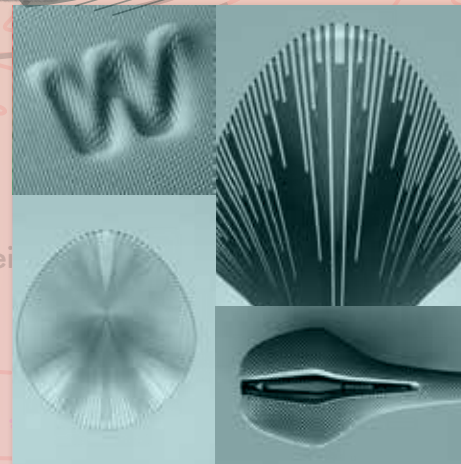
UPTEMPO

SLEEK

Mach Supersonic was our attempt to break into the super-critical foams race. We not only wanted to amp up the Mach with this new sole composition, but we also redesigned the upper in an electrifying new expression.

HOKA

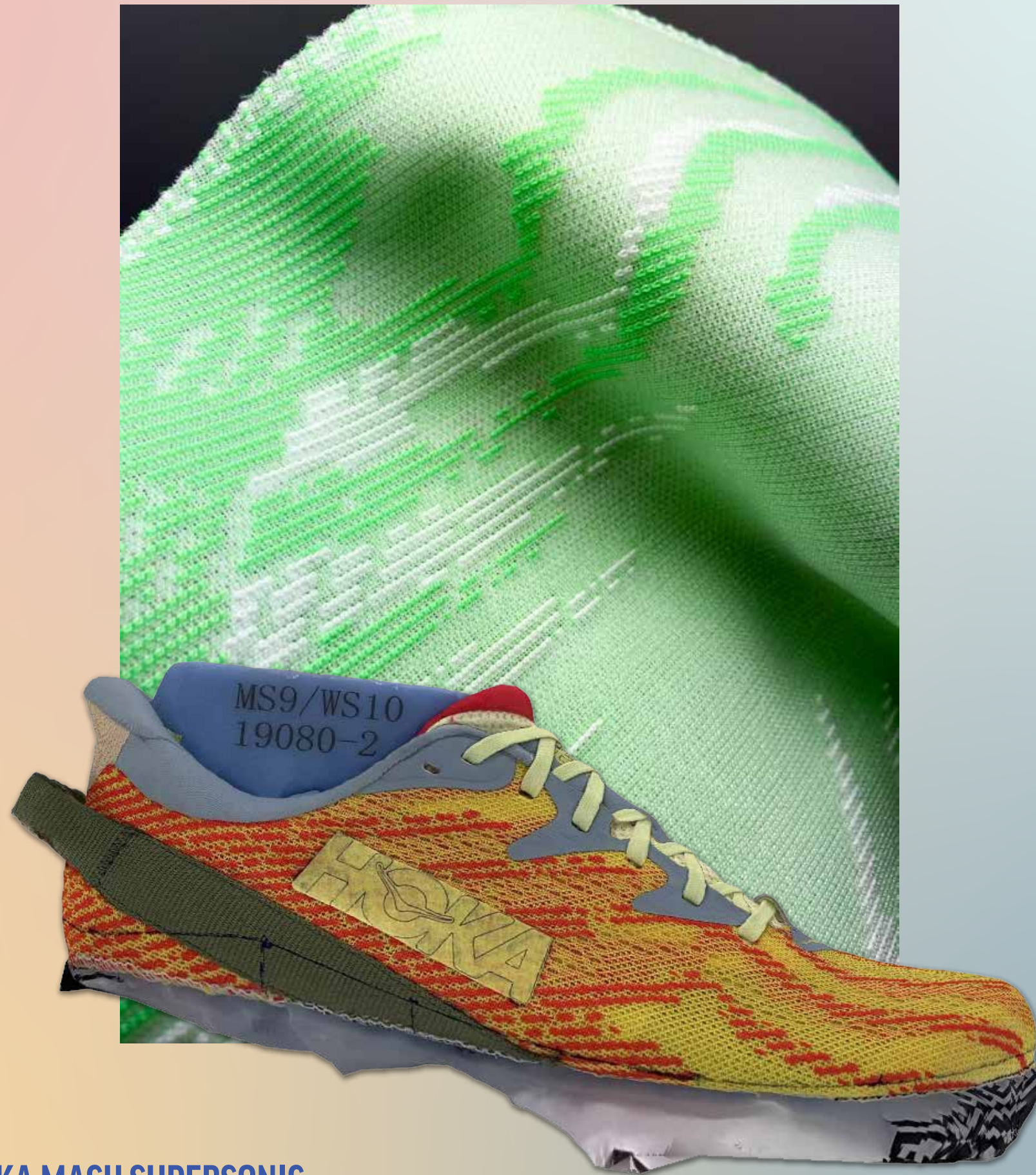
increase height to 20mm
STREAMLINED
CONTROLLED
EXPLOSIVE
VIBRATING



HOKA MACH SUPERSONIC

P R O T O T Y P I N G

Experimenting with creel jacquard as the primary upper material was exciting. It allowed us to capture motion and vibration in a graphic way. Using the existing last from the Mach 4, this construction was all about dialing up the design without adding extraneous overlays.



HOKA MACH SUPERSONIC



HOKA MACH SUPERSONIC

HOKA MACH 4 SPRING 2021 RELEASE

Mach 4 is a complete reimagining of the trainer franchise. With an extended heel geometry and solid forefoot cushioning, we've learned to streamline the next level of speed.

___ Upper: Engineered mesh construction, extended heel pull, flash reflective stripe, Ariaprene tongue

___ Tooling: Pro Fly construction including layered foam with rubberized EVA



MACH 4

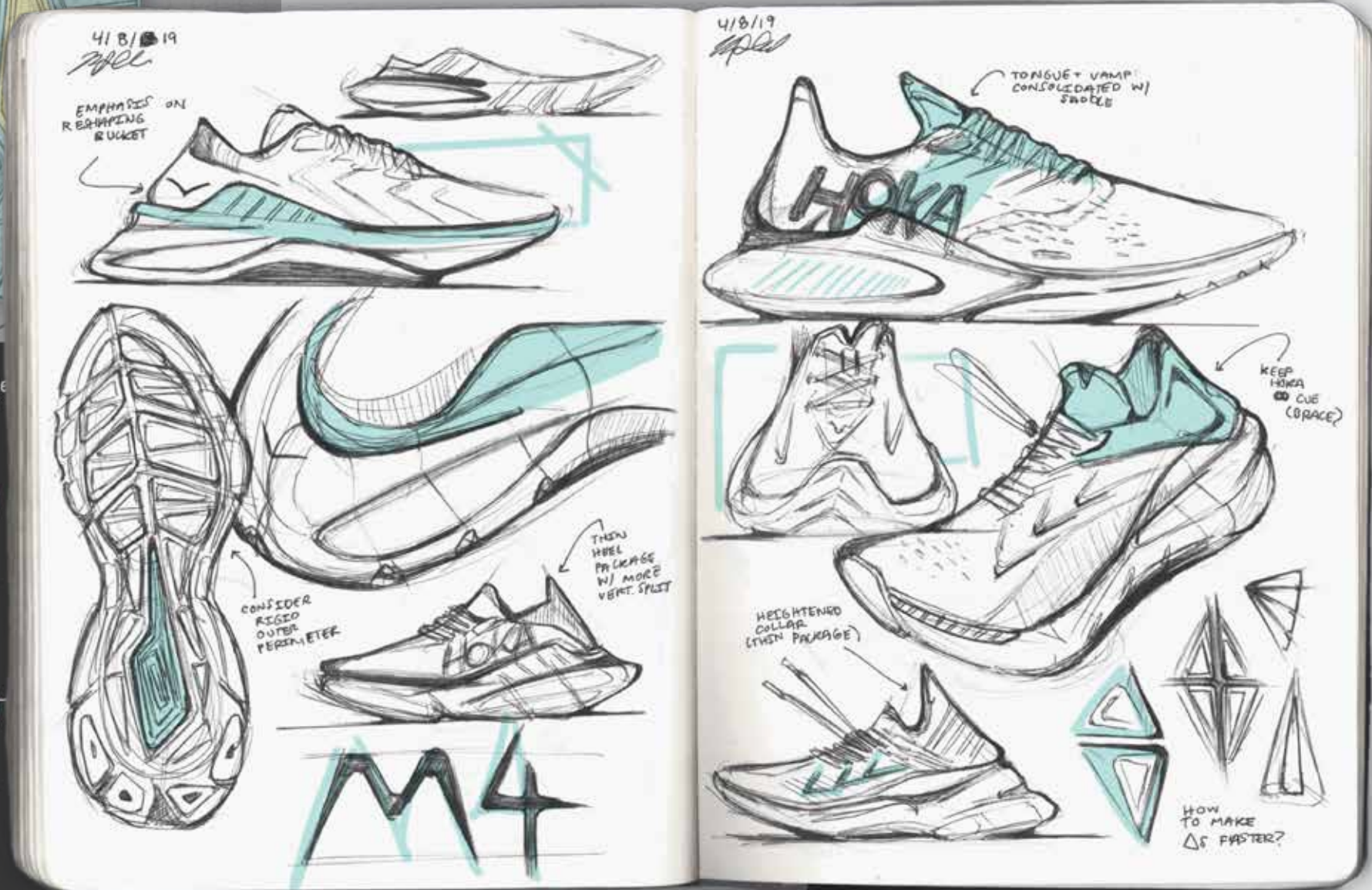


PROPULSIVE

BALANCED

CLEAN

In terms of speed, Mach 4 is over 3,000 mph. We can't promise our runners they'll break the sound barrier, but let's empower them to break down some others. During the design phase, we prioritized revamping the midsole; scrutinizing base nets, toe spring, and efficiency against its predecessors.



M4



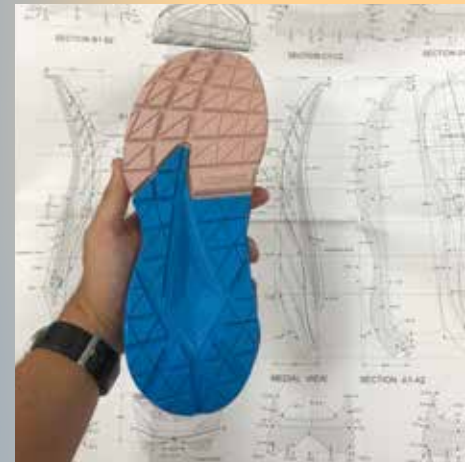
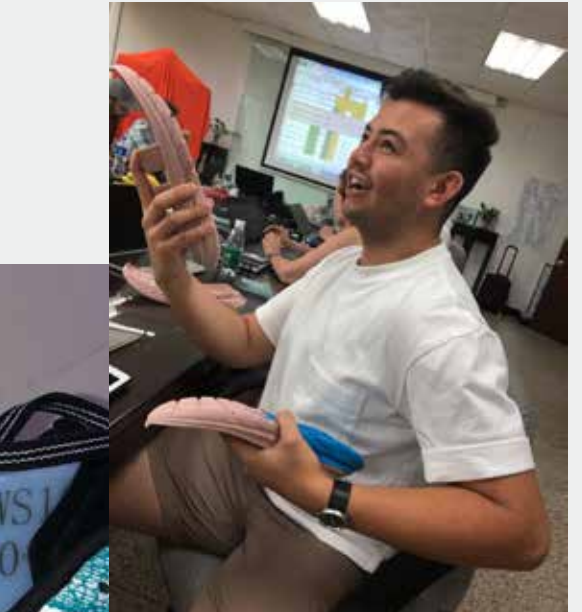
HOKA MACH 4

Mach
4/16/19

P R O T O T Y P I N G

The redesign of the Mach was a fight from start to finish. Not only were we using newer foams, but we also broke away from the geometries of Mach 3. Designing alongside my teammate, Odile, helped me understand how this project and Carbon X2 could work together to build out a new category space for HOKA.

Understanding tooling design, interacting with our factory partners, and iterating on the fly were all skills I picked up from leading this project. I am extremely grateful to the mentorship and trust I received in updating such an important style.





HOKA MACH 4

HOKA CARBON X-SPE FALL 2020 RELEASE

Carbon X-SPE is a special edition upper to complement the original carbon-plated sole unit by Matt Head that changed the game for HOKA.

___ Upper: Bootie construction with mono-mesh cage and heat-pressed detailing

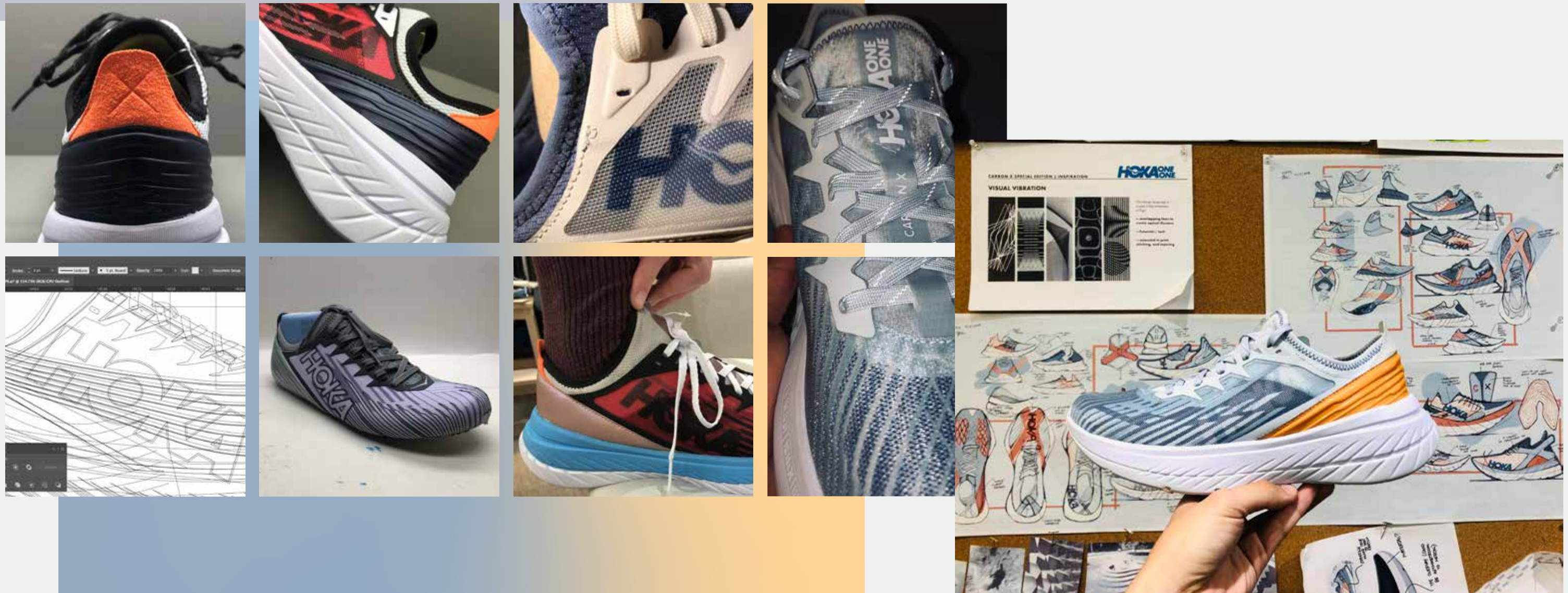
___ Tooling: Pro Fly X construction including rubberized EVA and a carbon plate





P R O T O T Y P I N G

An enjoyable challenge of this project was integrating a bootie construction that would assist in comfort without compromising the overall fit. The mono-mesh cage materialized through playing with the layering of materials and processes. Lastly, details like the heel press brought a level of depth to the upper.



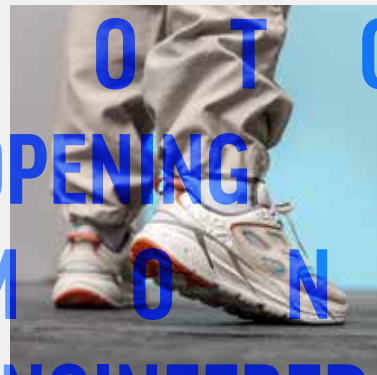
HOKA CARBON X-SPE



HOKA COLOR DESIGN INLINE + COLLABORATIONS



What I have always loved about HOKA is its bold, playful color direction. I've been fortunate to assist on colorways for inline and collaborations alike. These projects have allowed me to tell partnership stories and broaden my scope in design.



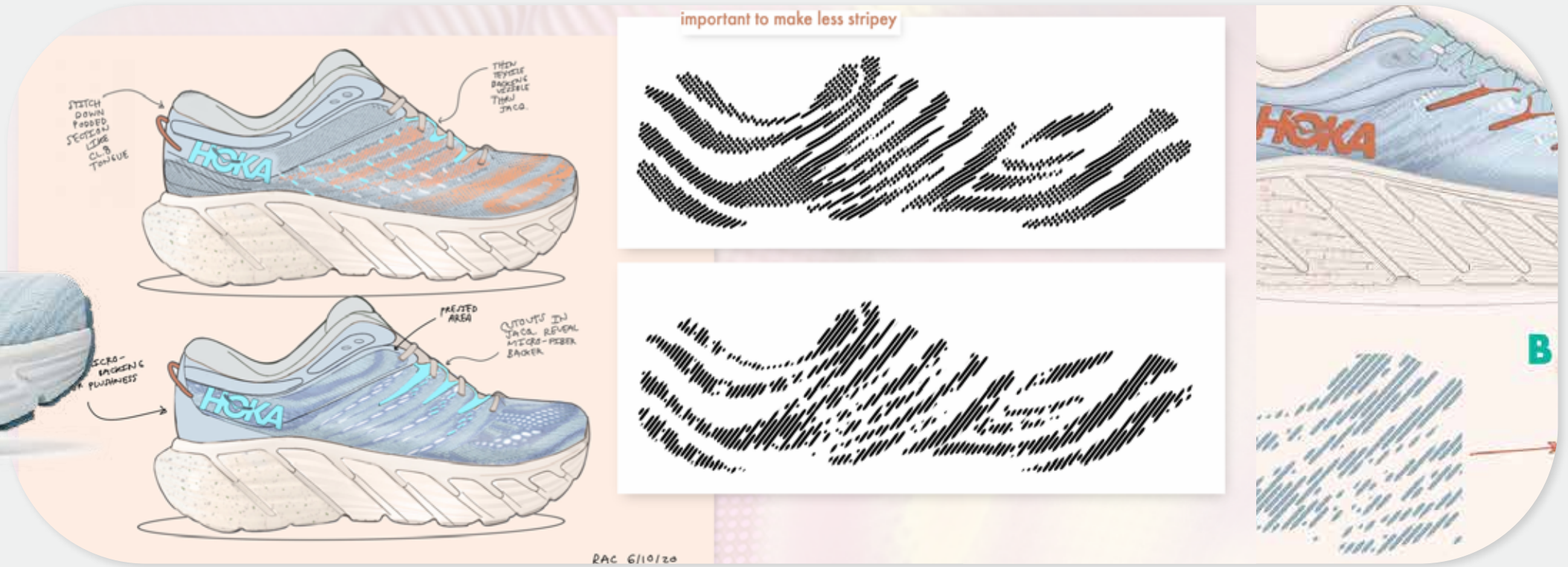
C O T O P A X I
O P E N I N G C E R E M O N Y
M O N C L E R
E N G I N E E R E D G A R M E N T S
I R O N M A N



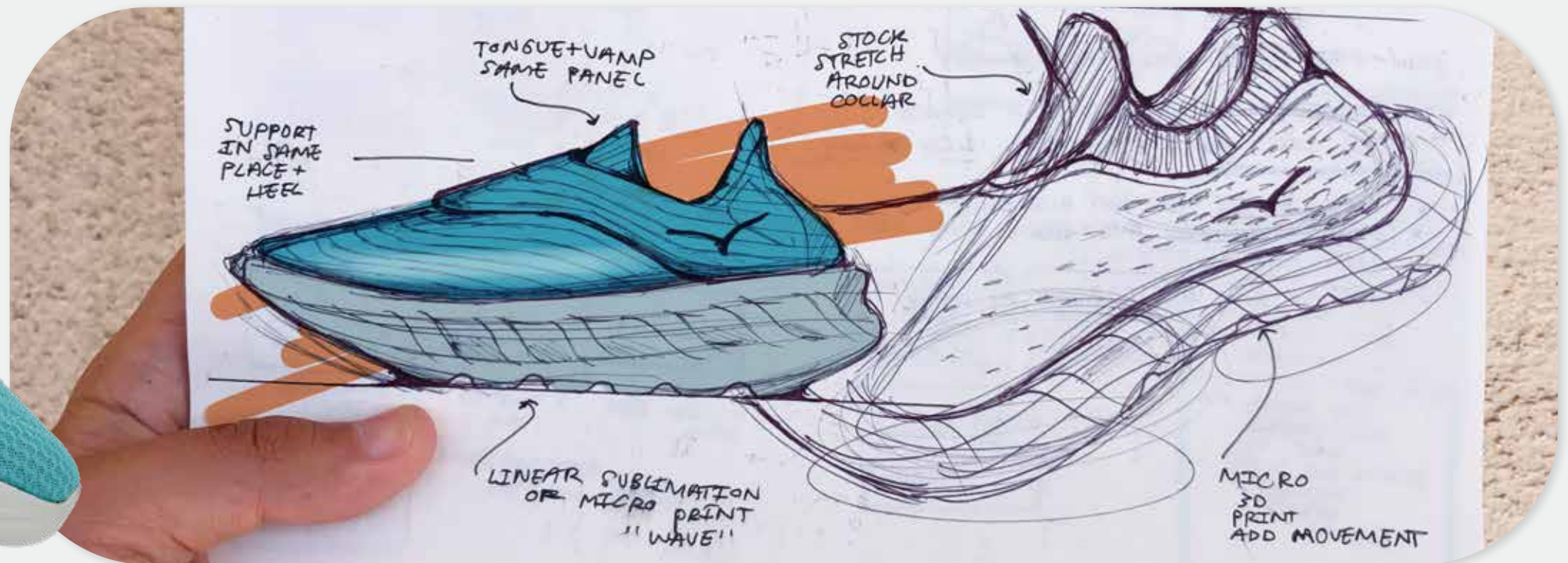
HOKA FOOTWEAR DESIGN ADDITIONAL WORK



HOKA GAVIOTA 4 | S22 Release



HOKA ORA SHOE 2 | F21 Release



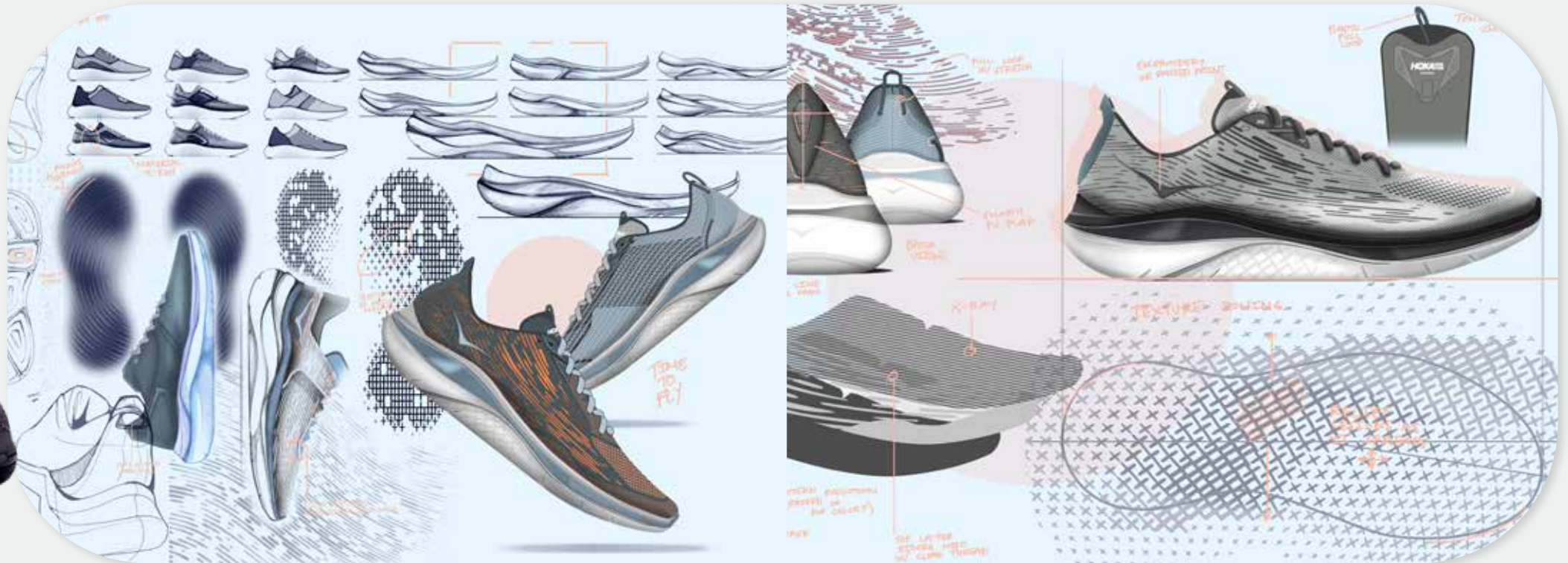
HOKA FOOTWEAR DESIGN ADDITIONAL WORK



HOKA KAHA LOW GTX | S21 Release



HOKA HUPANA FLOW | F19 Release



KUYA^{FTWR}
SENIOR THESIS



KUYA FTWR SENIOR THESIS

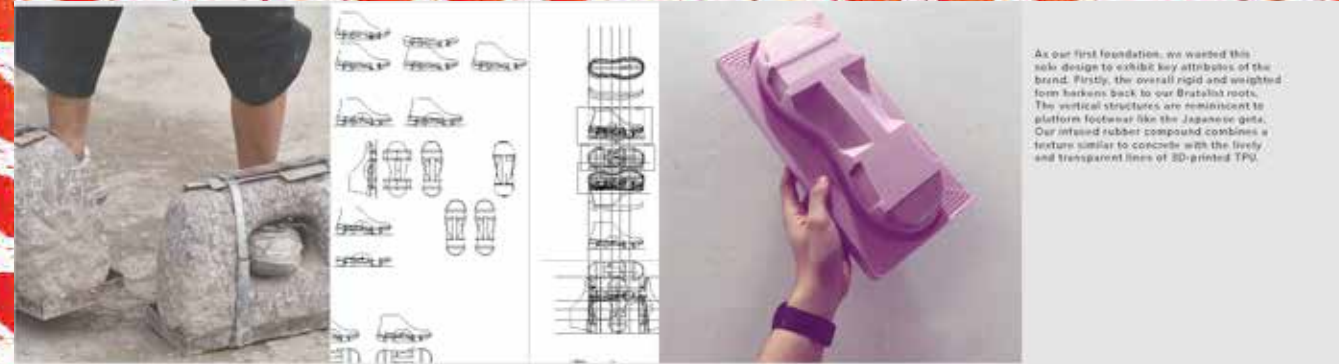
In a seemingly connected world, how will young people find a sense of belonging?

KUYA is a resourceful footwear brand that leverages history and collective learning to refresh the industry as a whole.

Our footwear helps a new generation of consumers who want to connect with each other by reducing exclusivity and promoting familial ties through experience and product.

**KUYA IS A
FILIPINO TERM OF
K I N S H I P .
IT MEANS
“ B R O T H E R ”**

FULL PROCESS OF KUYA
AVAILABLE UPON REQUEST
OR ON RYAN-CROUCH.COM





CREDITS

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SUPPORTING APPAREL
"MONSTERS!" BY
MARTHA HUOT

