



# CONNOR LARSEN

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## PERSONAL STATEMENT

After spending just over four years in the apparel and footwear industry at Nike, I have made a career shift into the world of digital technology. I am particularly interested in helping brands better understand and connect with their consumers by elevating their digital presence and market relevance.

I am seeking opportunities that allow me to couple my experience in product management with my newfound skills in UX/UI design and development.

## STRENGTHSFINDER



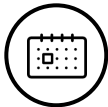
MAXIMIZER



COMMUNICATION



WOO



ACHIEVER



FUTURISTIC

## SKILLS

**CODE**  
JavaScript  
TypeScript  
CSS  
SCSS  
SASS  
HTML  
jQuery

**FRAMEWORKS**  
AngularJS  
Bourbon  
Neat  
Bootstrap  
Foundation  
Materialize

**TOOLS**  
Git  
Gulp  
Firebase  
Bower  
NPM

**DESIGN**  
Sketch  
InVision  
InDesign  
Photoshop  
UI Design  
UX Design  
Responsive Design  
Iconography  
Color Theory  
Typography

**QUALITATIVE**  
Product Merchandising  
Product Management  
Project Management  
Branding  
Market Research  
Communication  
Data management

## CAREER

### 2016: NIKE - PRODUCT MERCHANT: NA RUNNING

- Participated in and collected and analyzed data from focus groups and market travel to better understand consumers' product wants and needs; relayed findings to product creation team to influence future product builds
- Served as strategic liaison linking product creation, sales, brand marketing, and demand and supply planning
- Partnered in developing Nike Running's North America footwear merchandising, distribution, and go-to-market strategy
- Managed Nike Running's North America Equipment business
- Built and organized visual representations (whiteboards) of seasonal offerings for cross-functional and downstream consumption and sales
- Managed Nike Running's North America limited-edition Events' product from initial ideation and design to sales, distribution, brand, and go-to-market strategy

### 2014: NIKE - MERCHANDISING INFO SPECIALIST

- Served as the Canada Integration Lead, providing recommendations and insight for incorporating Canada's pricing and operations strategies into NA Merchandising
- Created and drove a Nike Women's Run. Train. Live. process for cross-category sales sample ordering and management
- Maintained line-of-sight into the dates and gates of Nike's seasonal product calendar for Category Merchandising teams

### 2013: NIKE - PROGRAM OPERATIONS ANALYST

- Provided insight into NOW4U program growth and participant retention through analytics, helping inform future program development and expansion strategies

## EDUCATION

### EPICODUS

#### FRONT END DESIGN & DEVELOPMENT

Epicodus is an accelerated front end program focusing on the foundations of web development and design. I gravitated toward the front end track because it provided an education in UX/UI design fundamentals in addition to hard skills in programming. For my capstone project, I will work with a burgeoning social enterprise called Afrikan Clothing Co., a made-to-order apparel company with a conscience. I will help them create a brand identity and digital presence, including a microsite, logo creation, as well as help design their ecommerce experience.

### LEWIS & CLARK COLLEGE

#### B.A., PSYCHOLOGY

I focused my degree on issues of social and community psychology, completing a thesis project exploring the sense of community one can develop through digital platforms. I bring this curiosity about people to my work, always intrigued to learn more about consumers, the preferences they have, and the decisions they make when purchasing products, seeking out experiences, and engaging with a brand.