

# 2023 Store Tech Conference T-Shirt

After being asked to create a graphic for the store technology group's conference t-shirt, I found myself sketching some ideas on an airplane as I flew home from a business trip.

The thought had struck me that DSG's business sits upon store technology as a foundation. It is what enables the company to fulfill online orders, give athletes an incredible experience, and maintain its inventory. There are a total of ten teams in Store Technology at DICK'S Sporting Goods who work on these, and other, critical functions.

As I iterated on the idea, I decided that I wanted each team's function incorporated into the graphic. Many people on the store tech teams do a lot of work that isn't very visible. I also wanted to make it more personal, including the names of each engineer, product manager, and designer.

I settled on a 3D block design that sits on top of store technology as a foundation. I included a power cord to create a connection between the store that sits on top and the base. I incorporated elements from each team in the graphic, such as inventory, in-store services, point of sale, and curbside pickup.



