



DANIEL YORBA

Website: danielyorba.com



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HELLO KITTY

ecat  
electric bikes

## Education

### Art Center College of Design, Pasadena CA, 2007-2010

Bachelor of Science in Product Design (W/ honors)

## Work History

### Keen Shoes Portland OR, April 2019 - May 2021

**Senior Footwear Designer:** One of only two performance footwear designers for the brand, my focus was both the sandal and hike categories. My umbrella of responsibility stretched from initial concept and ideation to colorways and pattern engineering. My focus at Keen was on innovation, and sustainability.

### Popfin Sandals Portland OR, August 2017 - present

**Co Founder & CEO:** Popfin sandals feature a patented function that lets them perform more like sneakers. Instead of laying flat when you take a step like other flip-flops, our sandals spring into action. They stay close to your feet throughout your stride, so you can enjoy your adventure without the dreaded toe-crunch. Because we are brand new I have been responsible for everything from concept and development to branding and fundraising.

### Ghost Works Portland OR, June 2016 - August 2017

**Senior Industrial Designer:** One of four designers at this highly productive footwear design consultancy. We specialized in working closely with clients to create meaningful, and exciting design solutions that are brand-right, and exceed expectations. Projects include technical running, hiking, and cycling footwear as well as performance sunglasses.

### Reaction Inc. Austin TX, Feb 2015 - March 2016

**Senior Industrial Designer:** Reporting directly to the CEO and the VP of industrial design, I was responsible for much of the pre-production development of the EXO disaster relief shelter. Concept-to-production projects include: watertight electronics housings, interior shades, desks, freight & logistics strategy, interior fire-proofing, and others.

### Vans Shoes/ Pro-Tec Cypress CA, 2010 - Dec 2012

**Design Lead:** Started as designer C. Worked on footwear projects for skate and snowboarding. Ended up as the design lead for the Pro-Tec brand of action sports protective gear. Led design across all categories (Skate, Snow, Bike, and Military)

### Fuse ID Portland OR, 2006

**Paid Intern:** Participated in design process from concept to design for manufacturing. Projects: Patagonia, Keen, Nike, GE, and Gerber knives.

### United States Marine Corps 2000 - 2005

**Helicopter Crew Chief:** Learned to work under pressure with a team, as well as the fundamentals of small unit leadership. (Sergeant, honorable discharge)

## Honors

### 2019 Runners World Gear of the Year

HOKA Speedgoat 3 (mid and low)

### 2015 Good Design Awards

Co-recipient in the humanitarian category for Reaction EXO disaster relief shelter

### Art Center College Of Design

Graduated with honors  
ACCD Scholarship Recipient  
Bernhardt Design Sponsored Studio  
Student gallery- Golf Putters

### United States Marine Corps

Air Combat Medal (Iraq)  
NATO Medal (Kosovo)  
Kosovo Campaign Medal  
Iraq Campaign Medal

## Skills

Design Leadership  
Rapid visualization  
Design research  
Welding/fabrication  
Digital rendering  
Photoshop  
Illustrator  
Solidworks  
Model making  
Automotive painting  
Entrepreneurial hustle

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