



PAWLUS DESIGN

FOOTWEAR+PRODUCT DESIGN

DESIGN SUPPORT FOR BRANDS BUILDING THE NEXT THING.

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Introduction

DESIGN SERVICES



Founder / Designer

Christopher Pawlus

Chris Pawlus is a footwear and product designer who helps brands move from concept to factory-ready design with speed and clarity.

With deep experience across performance and lifestyle categories, Chris bridges creative direction, 2D/3D design, and practical development to reduce iteration and elevate the final product. Pawlus Design supports teams through sprints, projects, or fractional engagement—bringing senior-level design leadership when and where it's needed most.

741



LUCCHESI
BOOTMAKER



WOLVERINE
worldwide





CHRISTOPHER PAWLUS

Global Creative Design & Innovation Executive • Design Consultant

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Professional Summary

Visionary design executive with 20+ years of experience leading innovation across global footwear brands. Unites material craftsmanship and cultural storytelling to create iconic, purpose-driven products. Proven track record revitalizing heritage brands, pioneering sustainable initiatives, and building creative teams that drive both cultural impact and commercial growth. Deeply rooted in performance and innovation, with a forward-looking lens on product strategy and consumer relevance.

Core Value Themes

- + End-to-end expertise across lifestyle, streetwear, workwear, and performance categories.
- + Led creative teams in the US and UK, aligning brand identity and product direction across global markets.
- + Known for infusing sustainable innovation into heritage-rich brands without compromising their soul.

Core Competencies

- Heritage Brand Evolution - Sustainable Innovation -
- Creative Direction- Brand DNA Development -
- Trend & Consumer Insight - Cross-Regional Experience -
- Product Storytelling - Footwear & Apparel Design -
- Product Strategy - 3D Prototyping & CAD - Design Thinking -
- UX for Product - Market Expansion - Strategic Collaboration -
- Startup Agility - Factory Development Trips -
- Outsole & Last Development - Color Direction

Select Career Highlights

- + Led Timberland's global creative direction, managing US and London teams to establish a unified, year-round brand and design language.
- + Launched 5 sustainable collections at KEEN and more than doubled handoff efficiency for development-ready tech packs.
- + Timberland's growth driver from \$450M to \$2B by embedding cultural relevance and design innovation into new product collections for 20 years.
- + Founded PawlusDesign LLC, consulting for brands including 741 Performance, Reef, CAT, Rip-it Athletics, Wolverine Group, Manitobah, and Alleviate — blending concept-to-launch strategy with design leadership.

Professional Experience

PawlusDesign LLC — Founder, Principal Design Consultant (2020–Present)

Founded and lead a boutique consultancy specializing in footwear innovation, product storytelling, and sustainable design systems.

- + Guide End-to-End design and GTM strategies for clients across streetwear, therapy-tech, and heritage brands, startup individuals seeking sourcing.
- + Collaborate with Indigenous artists to help relaunch Manitobah with cultural and design authenticity.
- + Spearhead industrial design and 3D prototyping at Alleviate Inc., launching consumer health tech products.

KEEN Footwear — Vice President, Design & Innovation (2018–2020)

- + Recruited to revitalize creative direction, sustainability, and product relevance across global markets.
- + Managed a 7-person design team and 5-person innovation team, integrating crafted prototyping and 3D concept modeling.
- + Boosted delivery accuracy by 70% through process upgrades and tech pack standardization.
- + Embedded sustainable brand design language across product lines and improved cross-functional GTM alignment.

Timberland Company, LLC — Vice President, Global Product Design & Creative Director (2014–2018)

Oversaw global creative direction and seasonal product identity across footwear and apparel.

- + Managed 45 designers across US and UK; integrated storytelling, cultural trends, and brand identity across continents.
- + Created the SPG (Style, Performance, Green) design framework — adopted globally to unify product relevance, sustainability, and innovation.
- + Collaborated with BMW Designworks to craft Timberland's global brand vision.

Education

University of Michigan – Ann Arbor, MI
BFA, Industrial Design / Fine Arts — Summa Cum Laude

Awards & Recognition

- IDSA Silver IDEA Award — Product Design Excellence
- Permanent Collection: Bata Shoe Museum (2001), SFMOMA (2000)
- Reebok DesignOvation International Competition — Winner



Introduction

DESIGN SERVICES

Product Concept Design

- Footwear + product concept → Tech Pack
- Ideation workshops + product definition
- Design language systems + assortments
- Brand/graphic integration (logos, hits, trim)
- Factory-ready handoff + iteration support

CMF

- Color strategy + seasonal palettes
- Material direction + sourcing targets
- Finish + texture callouts (print/emboss/deboss)
- Trend + consumer insight summaries
- Presentation boards for internal buy-in

Outsole / Tooling Development

- Traction concepts + lug geometry direction
- Tread mapping + wear zone strategy
- Tooling-ready drawings + spec callouts
- Compound considerations + performance intent
- Vendor feedback loops + revision rounds

2D + 3D Design + Rapid Prototype

- 2D sketching + Illustrator renderings
- 3D CAD refinement + surfacing support
- Rapid prototypes for fit/feel/visual review
- Print-ready files + prototype build notes
- Iteration cycles to lock final direction



Portfolio

Jaylen Brown / 741 Rover

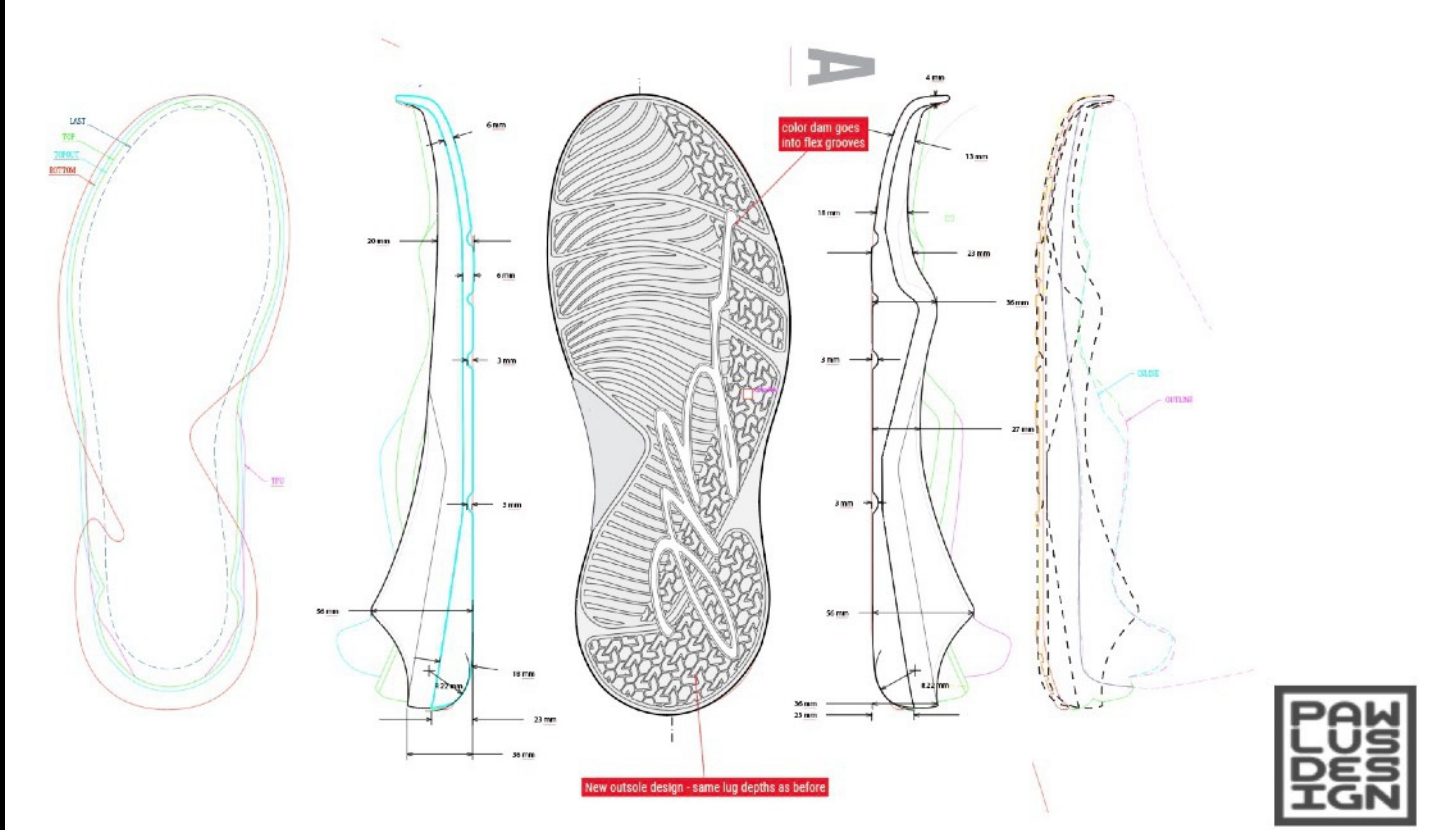
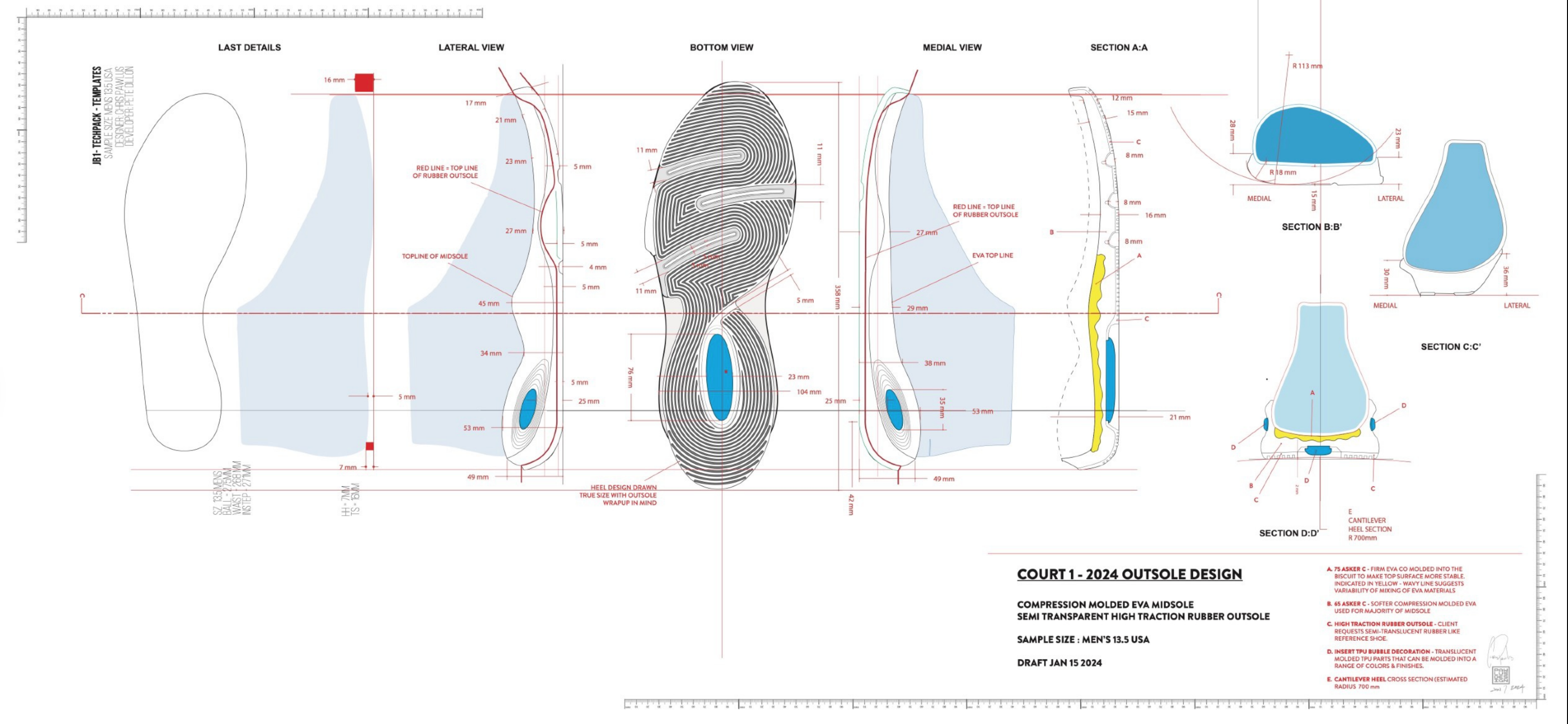


741



Portfolio

Jaylen Brown / 741 Rover
Full Outsole Design / Technical Design for Peak Performance





Portfolio

Jaylen Brown / 741 Rover
Full Outsole Design / Technical Design for Peak Performance



COSMIQ



FIRE
EARTH
AIR
ENERGY
WATER



741



ALTRA

Future State of Running Ideation
2025 / Conceptual Design Project

Running performance is moving toward a future where footwear, apparel, and real-time data work as one intelligent system.

The next generation of running will not be defined by lighter shoes alone, but by responsive products that adapt to the athlete in motion, helping optimize efficiency, reduce fatigue, and unlock more personalized performance.

Embedded sensing, bio-mechanical insight, advanced cushioning systems, and seamless digital feedback will shape an experience where runners can better understand their stride, effort, and recovery in the moment.

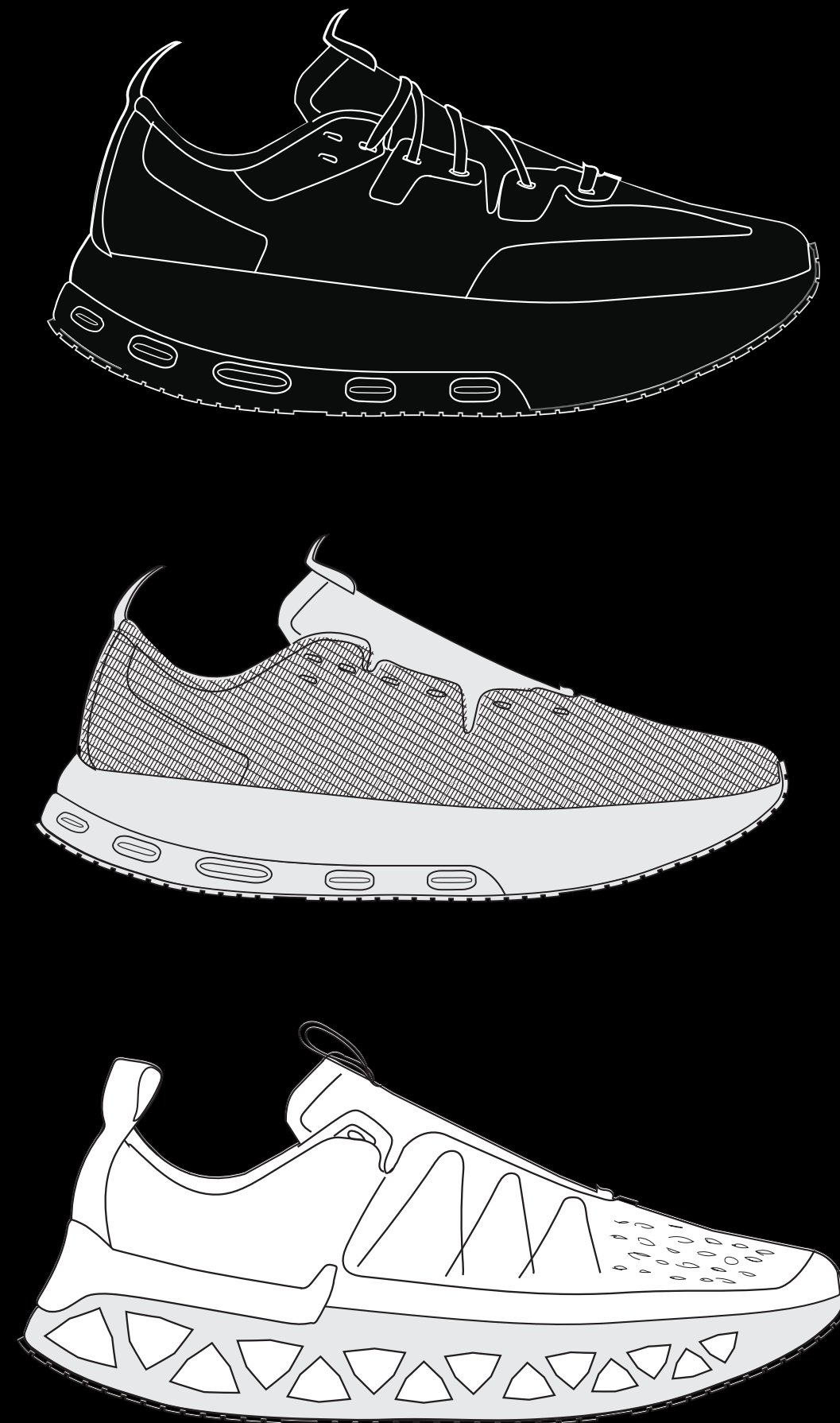
In this future state, performance design becomes more connected, more precise, and more human—elevating running from a physical act into a fully tuned interaction between body, product, and technology.



Form and Pattern Ideation

Examples of Process -
All concept work begins with a hand-drawn digital sketch / and from there, renderings and CADs are created to support the Factory Communication process

Digital Hand Sketches



Material renderings



Color and branding





Portfolio

Future State of Running Concepts

Early concepts.



Future State of Running Ideation
2025 / Conceptual Design Project



Portfolio

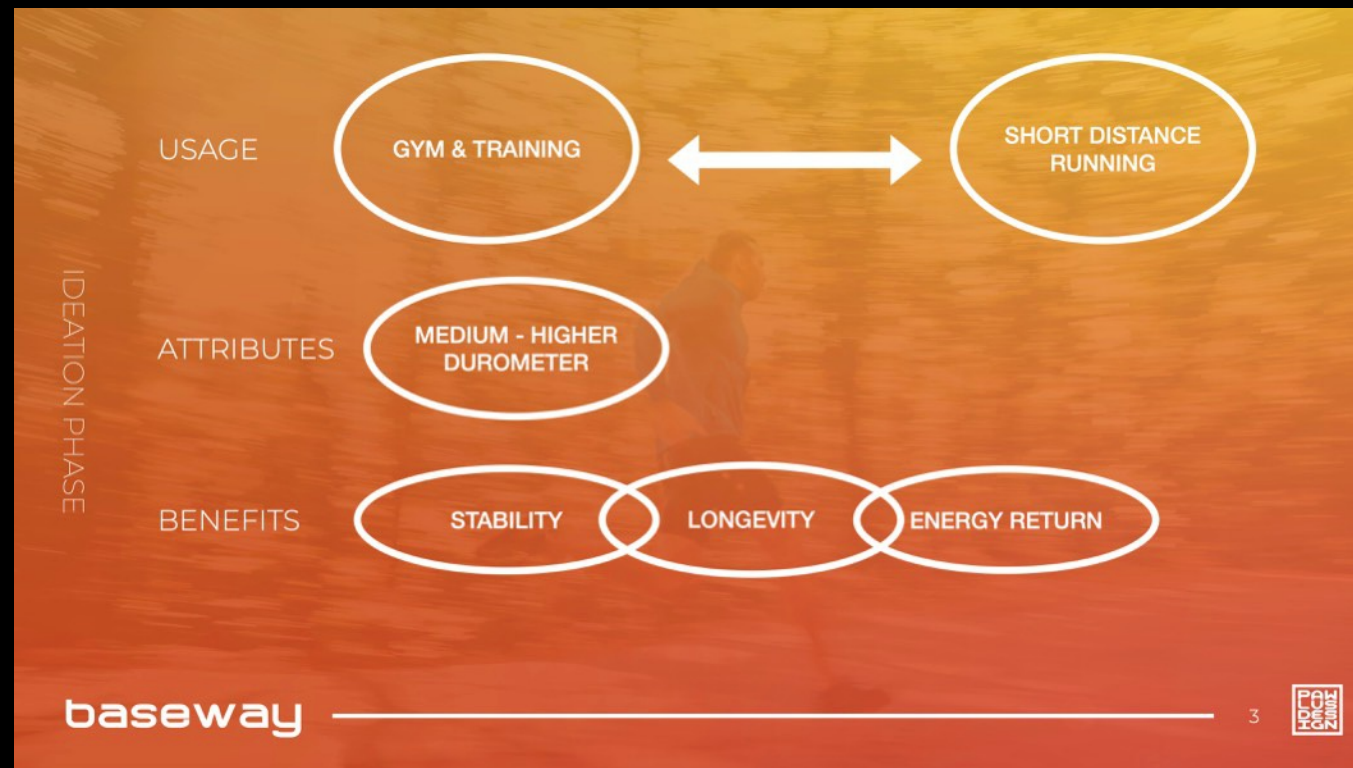
BASEWAY represents a project rooted in a very specific founder vision for a performance running and fitness shoe with a non-traditional shape, construction approach, and overall product language.

The concept called for design and development solutions that moved beyond standard industry formulas, requiring a more tailored process to interpret the client's goals and translate them into a viable product direction.

Because of its unconventional proportions and build, the project involved unique creative thinking across form, function, and feasibility, balancing innovation with real-world performance considerations.

The result was a design challenge centered not only on aesthetics, but on developing a distinctive construction strategy that could faithfully bring the founder's original idea to life.

Creation of a product brief to create a detailed design objective.



RESEARCH

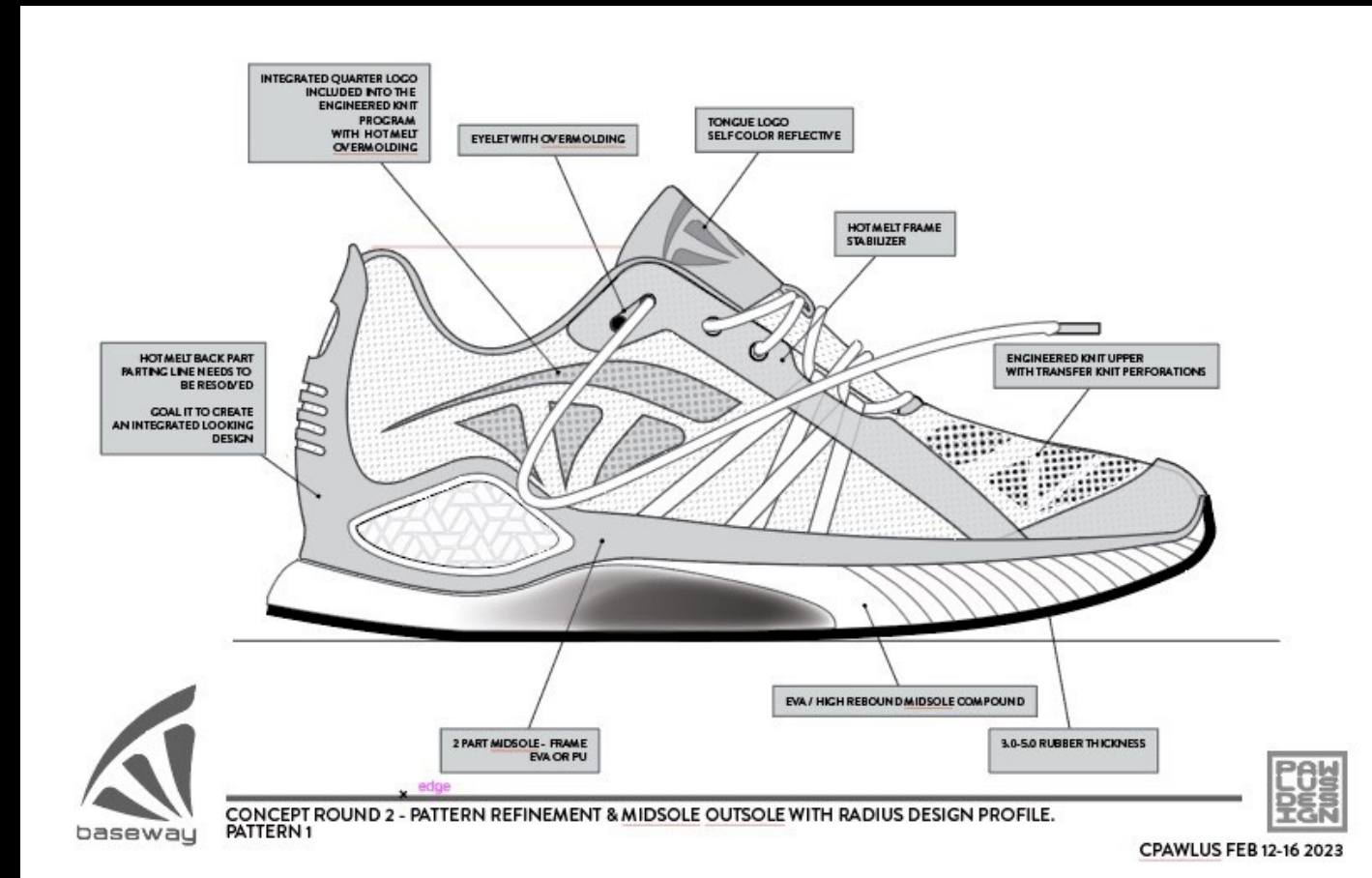
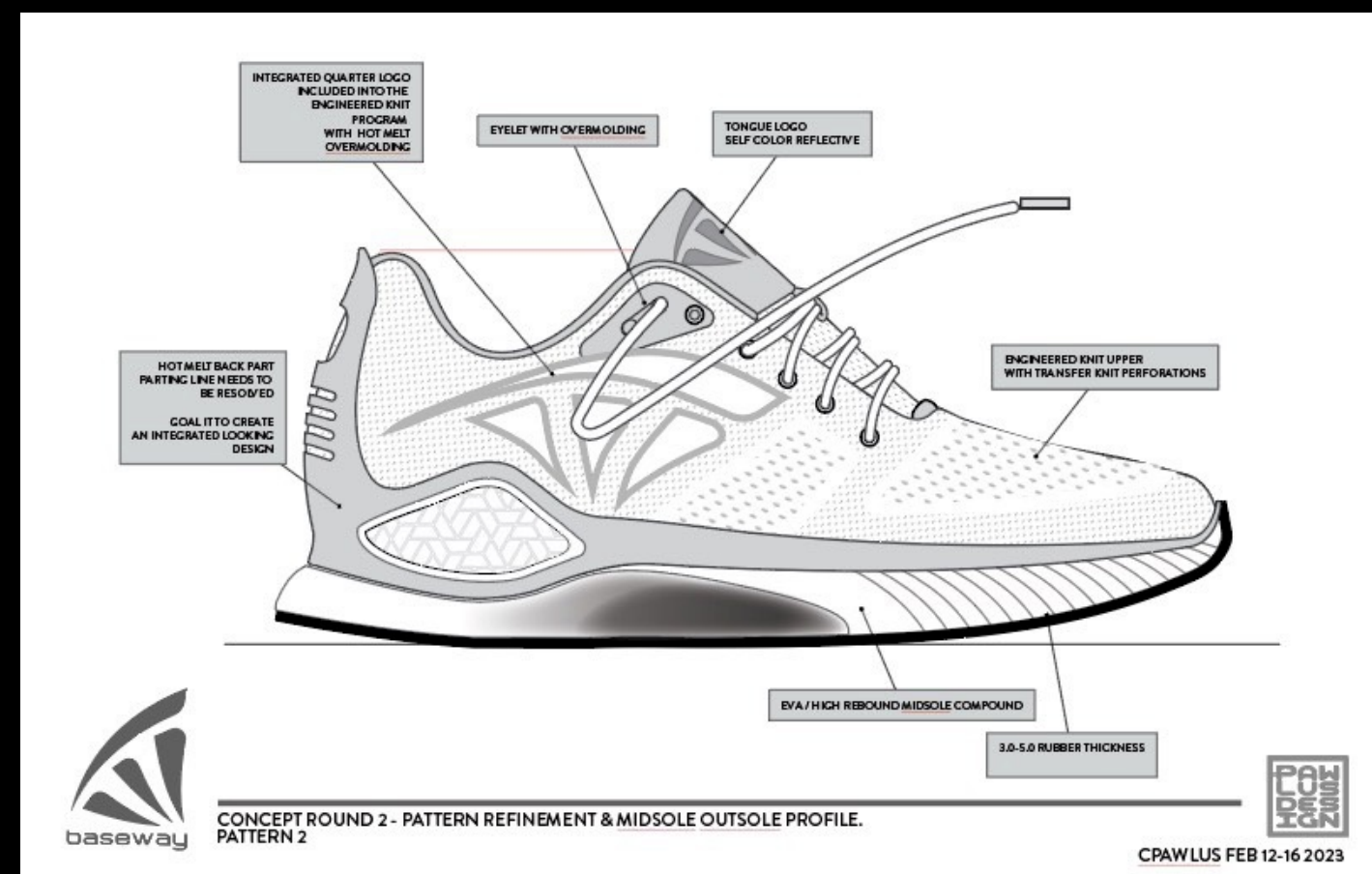
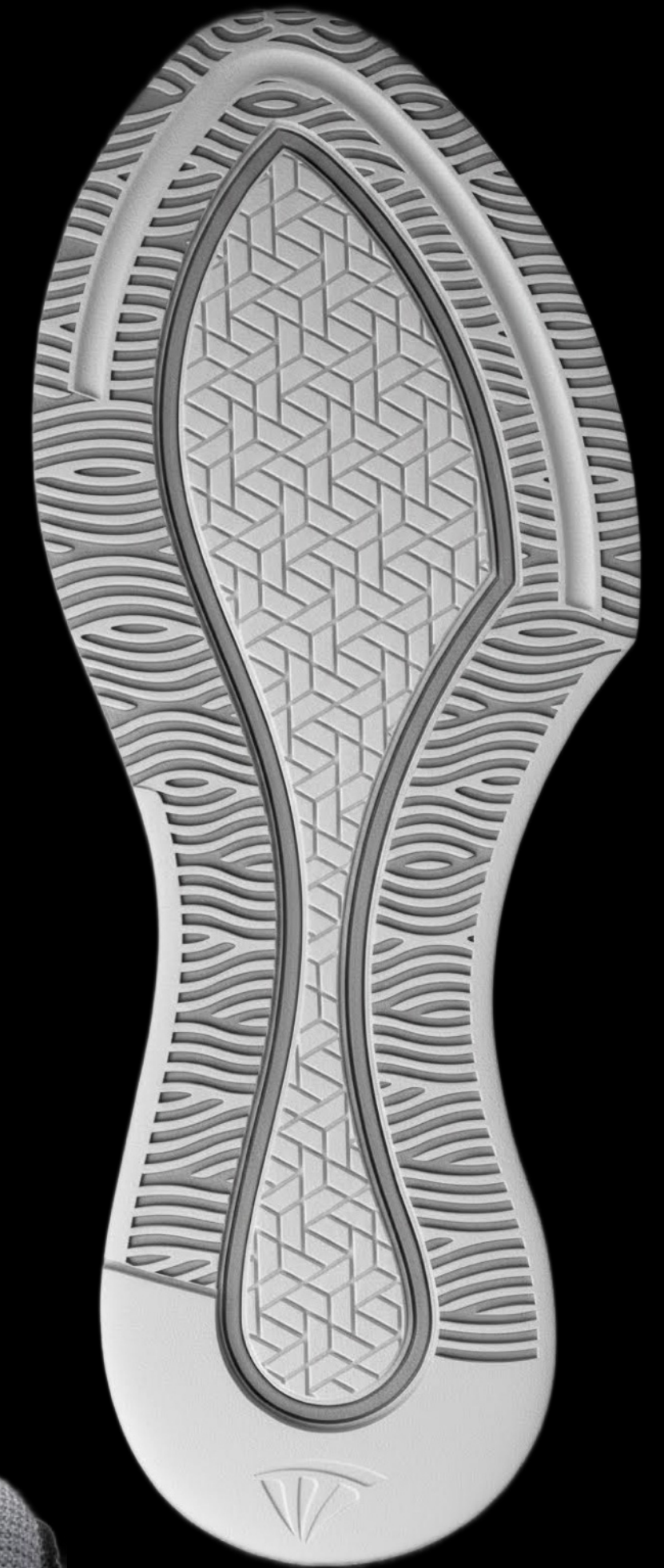
ATTRIBUTES	DISTANCE RUNNING	TEMPO RUNNING	SPORT TRAINING	STANCE TRAINING
ROCKER PROFILE	MOST	MODERATE	LOW	LOWEST
CUSHIONING	MOST	MODERATE	LOWER TO MODERATE	STIFF
TOE SPRING	HIGHEST	HIGH / FLEX GROOVES	NATURAL	LOWEST
GROUND FEEL	LITTLE	MORE FEELING	MORE FEELING	LIMITED

baseway

CONCEPT SKETCHES / STANCE THAT LOOKS LIKE IT IS MOVING

4







Portfolio

Alleviate Physical Therapy Product Design

TENNIS ELBOW

ARM BRACE AND TABLE TOP ELBOW MASSAGER DESIGN



PAIN RELIEF GET IMMEDIATE PAIN RELIEF AND ACHIEVE FULL RECOVERY WITH THE ALLEVIATE TENNIS ELBOW SYSTEM. THE THREE-IN-ONE, PT-DESIGNED SYSTEM BRINGS THE GOLD STANDARD OF PHYSICAL THERAPY TREATMENT TO YOUR HOME, SO YOU CAN REGAIN GRIP STRENGTH AND GET BACK TO DOING WHAT YOU LOVE.



TENNIS ELBOW SYSTEM

ELBOW BRACE
MASSAGER
GUIDED EXERCISE PROGRAM



BRACE MODEL
3D MODELING CONCEPTS

COMPRESSION

20+ MMHG COMPRESSION SOCKS



ZONED COMPRESSION WORKING TOGETHER WITH A PHYSICAL THERAPIST'S VIEW ON RECOVERY, WE DEVELOPED AND TESTED A MECHANICAL-GRADE COMPRESSION SOCK DESIGN TO HELP INDIVIDUALS SEEKING RECOVERY WHILE STAYING ACTIVE.



PERFORMANCE COMPRESSION SOCKS



BRACE MODEL
3D MODELING CONCEPTS

LOFT2

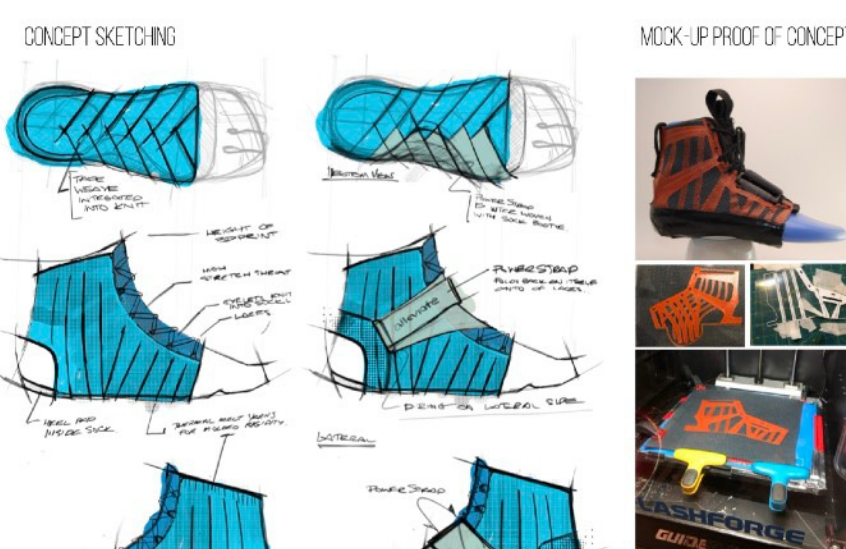
PLANTAR FASCIITIS BRACE



PAIN RELIEF THIS DESIGN IS UNIQUELY CREATED TO PROVIDE PAIN RELIEF TO INDIVIDUALS WHO SUFFER FROM CHRONIC PLANTAR FASCIITIS. WE CREATED AN ENGINEERED KILT SOCKET THAT RECREATES THE FEELING OF A PHYSICAL THERAPIST TAPING THE FOOT PROFESSIONALLY. THE POWER STRAP ALLOWS THE WEARER TO INTENSIFY THE BRACE-LIKE SENSATION AROUND THE FOOT.



LOFT2



CONCEPT SKETCHING
MOCK-UP PROOF OF CONCEPT

TENNIS ELBOW

ARM BRACE AND TABLE TOP ELBOW MASSAGER DESIGN



PAIN RELIEF GET IMMEDIATE PAIN RELIEF AND ACHIEVE FULL RECOVERY WITH THE ALLEVIATE TENNIS ELBOW SYSTEM. THE THREE-IN-ONE, PT-DESIGNED SYSTEM BRINGS THE GOLD STANDARD OF PHYSICAL THERAPY TREATMENT TO YOUR HOME, SO YOU CAN REGAIN GRIP STRENGTH AND GET BACK TO DOING WHAT YOU LOVE.



TENNIS ELBOW SYSTEM

ELBOW BRACE
MASSAGER
GUIDED EXERCISE PROGRAM



BRACE MODEL
3D MODELING CONCEPTS



Portfolio

Other Design Projects



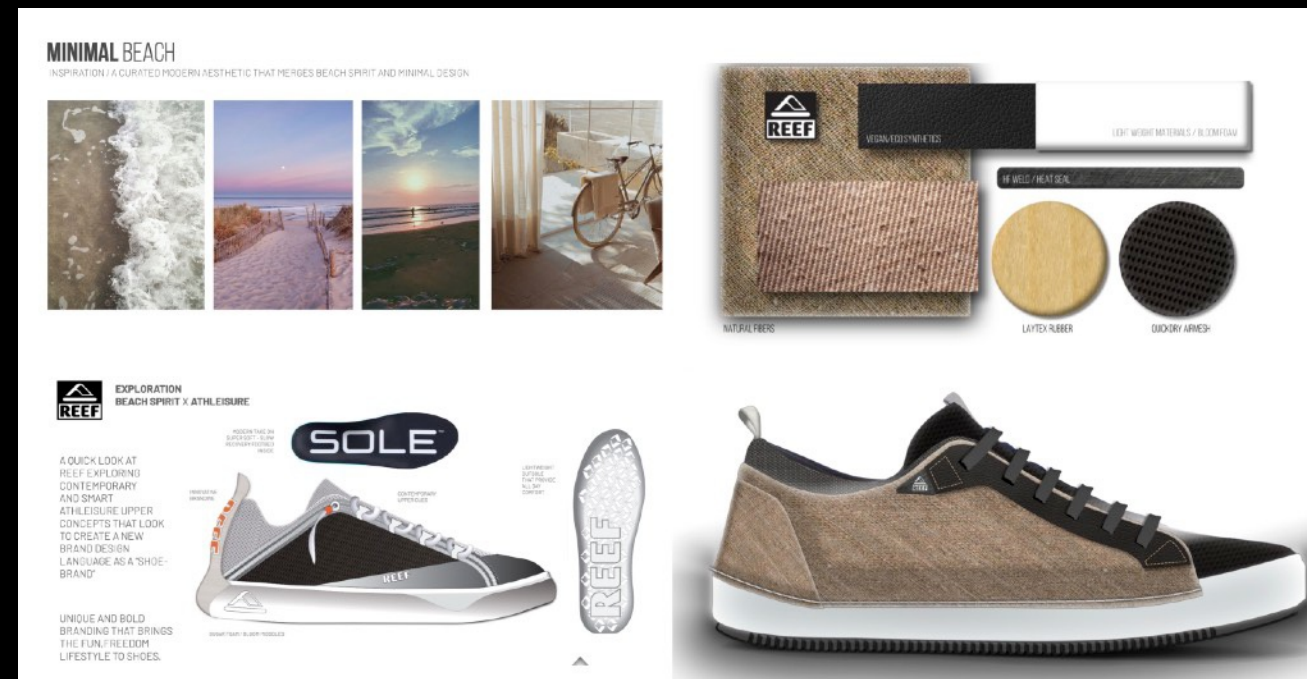
Manitobah / ULU Boot



Lucchese / Ranger II



CAT / Full Powered Concept



REEF / Minimal Beach



Timberland / EuroDub