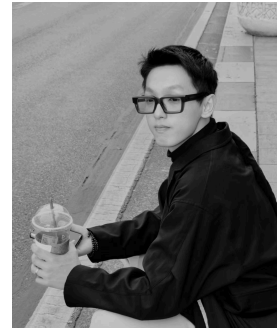


# Dalin Guo

## PERFORMANCE BASKETBALL FOOTWEAR DESIGNER

Performance thinking / Trend sensitivity / Strong storytelling



06/2000

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### PROFILE

Basketball shapes the way I think about footwear. I focus on performance basketball footwear, lifestyle basketball shoes, and co-branded projects that connect function, trend, and visual identity. My work combines trend research, athlete and consumer insight, and product storytelling to develop footwear concepts that feel current, wearable, and commercially relevant.

### EXPERIENCE

## 361°

Jun 2023 - Present

**Footwear Designer** Team Basketball

- Developed 10+ footwear concepts across performance basketball, lifestyle, fashion, and collaborative categories.
- Contributed to 25+ released projects, including 12 basketball styles, 25+ colorways, and 30+ sample rounds.
- Designed or supported upper, midsole, outsole, CMF, and material directions.
- Collaborated with development, product, marketing, and pattern-making teams from concept to launch.
- Contributed to 6 co-created projects including Tanz, WTW, Piki, Peppa Pig, Dewu, and SpongeBob.

### CAPABILITIES

01

#### Research

Trend research / Competitor analysis / Athlete and consumer insight

02

#### Design

Concept development / Sketching / Upper / Midsole / Outsole / CMF

03

#### Development

Material direction / Sample follow-up / Production communication

04

#### Tools

Procreate / Illustrator / Figma / Photoshop / Rhino / Nomad / Codex

### EDUCATION

#### Guangdong University of Technology

Bachelor of Engineering in Industrial Design

Sep 2019 - Jun 2023

Ecological materials / Product lifecycle design / Traditional culture and green innovation

### AWARD + LANGUAGES

Second Global Sports Equipment Innovation Design Competition (GSDA), Finalist Award

Mandarin Chinese (Native) / Cantonese (Conversational) / English (Basic) / Japanese (Elementary)

# Selected work

RELEASED / CO-CREATED / COLLABORATIVE



## 01 SHUFFLE I

RETRO BASKETBALL / LIFESTYLE

New upper and sole. Wearable basketball styling with Jokic-related design elements.



## 02 ONE MOTION II

PERFORMANCE BASKETBALL

New upper and sole. Performance intent balanced with strong visual recognition.



## 03 BIOBB II

PERFORMANCE BASKETBALL

New upper and sole. New ideas for the upper and sole, stopped at the difficulty of structural development.



## 04 TANZ001

CO-CREATED FUNCTIONAL RUNNING

Full concept and color direction for Tanz. Strong online discussion and sales response.



## 05 WTW001

CO-BRANDED RETRO RUNNING

Full concept and color direction for Watch the Wind. Strong pre-launch discussion.



## 06 AG ZEN LIFESTYLE II

LIFESTYLE SNEAKER

New upper and sole. Trend-led lifestyle design with strong platform feedback.

## 25+ RELEASED PROJECTS

12 basketball styles / 6 co-created projects / 25+ colorways / 30+ sample rounds

Portfolio: PDF available on request

Dalin Guo / Footwear Designer