

Heather Blaikie

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Creative Leader with 10+ years' experience in **Consumer-Packaged Goods, Branding, Retail & Manufacturing.**

EXPERIENCE

MacPherson's Art Supply Distributor, Emeryville, CA

September 2019 – July 2020

Director of Merchandising and Product Development

- Led Merchandising Department to strategically manage portfolio of 40,000+ products spanning 200+ brands
- Briefed and directed Creative Team (graphic designers, copywriters) on multi-brand email campaigns for major retail customer, resulting in average 30% increase in ecomm purchase margin
- Directed new segment strategy to increase company's reach as a distributor, focus group research, sourced new vendors and negotiated contracts to increase average gross margin dollars
- Restructured departments to maximize use of talent, promote teamwork and improve relationships with external business partners
- Developed and executed an omni-channel creativity kits program to address rapidly changing needs due to COVID-19 and capitalize on quickly emerging trends in the market
- Contributing member of industry leading blog/social media entity "Art Dog Blog," hosted & produced webinars, wrote articles, and curated content. Increased social media engagement by 32% in Q2 2020

Heather Blaikie Consulting, Alameda, CA

May 2012 – September 2019

Design & Product Development Consultant

- Product Development Consulting including trend research, strategy, branding, design, prototyping, and sourcing
- Incorporated industry knowledge, trend research and market analysis to develop innovative product lines from concept to commercialization
- Recruited, hired and managed Creative Team including graphic designers, copywriters, photographers and illustrators
- Managed relationships with domestic and overseas vendors
- Results for clients include:
 - Developed new private label product line for JOANN which experienced sales of \$40,000+ in the first week on the market
 - Built new CPG brand Opia Crafts from concept to launch in 4 months with repeat top listings and consistently sold out products on Amazon, managed creative team of illustrators, photographers and content creators
 - Doubled customers in target demographic in first 6 months through strategic marketing for SoulMind Studios, conducted in-depth competitive analysis to determine ideal market placement, advised rate increases leading to a 40% gain in revenue
 - Reduced cost in manufacturing through design for ModCloth Private Label, contributing to 51% profit growth, exceeding margin goals, designed product which consistently sold out each season

Michaels Companies, Inc., Irving, TX

Jan 2010 – May 2012

Design Manager

- Promoted to manager as department grew to 22 designers, managed team of 6 designers on interdisciplinary teams, managed staff performance, workload and creative process, managed staff budget including travel, training, freelance and artwork purchasing budget
- Led within a quickly moving direct sourcing group in a \$4B retail organization which developed 11 private label brands reaching a \$1 Billion sales goal in 2 years
- Collaborated with other Design Managers to build a culture with clear expectations and standards within the Design Department, defined and implemented multiple processes and procedures including Design Process, Project Initiation,

and Preferred Vendor Matrix to ensure high standards of creativity while delivering on-strategy, on-brand, on-time product lines

- Directed global network of designers in U.S., China, Taiwan, Thailand, Indonesia and India

Michaels Companies, Inc., Irving, TX

Jan 2008 – Jan 2010

Senior Product Designer

- Designed multiple categories of product for Michaels and Aaron Brothers Stores including Framing and Art Supplies
- Implemented Brand Style Guides for newly Private Brands to ensure continuity internally and externally
- Led Role Clarity task force for Product Managers/Designer to improve efficiency and team morale
- Traveled extensively to overseas manufacturers to increase product development efficiency

Skagen Designs, Reno, NV

Jan 2007- Sept 2007

Senior Designer

- Produced best-selling products by aligning design team's efforts to the goals of the brand and business
- Developed watches, jewelry and handbag hardware through all stages of design process
- Managed and coached domestic and overseas team of 4 designers

Fossil Group, Inc. Dallas, TX

Oct 2003 - Aug 2006

Senior Product Designer

- Led Michael Kors watches design team from launch to established, best-selling brand which experienced 400% growth in the brands first 5 years.
- Appointed by CEO to overhaul and strengthen a struggling category (Ladies' watches), resulting in a increase of 15% in sales in first year
- Member of Global Fossil Brand Team researching and contributing to trend direction for the company
- Managed, mentored and collaborated with 3 direct reports

SKILLS

Design Thinking - Product Development - People Management - Process Management
Trend Forecasting - Merchandising - Creative Direction - Art Direction - Print Production
Expert Level - Adobe Illustrator - Photoshop - InDesign
Rhino3D - Autodesk Fusion 360 - SolidWorks - KeyShot

EDUCATION

Bachelors of Science, Industrial Design, Georgia Institute of Technology, Atlanta, Georgia June 1998
With High Honors (Magna Cum Laude)

Certificate, Organizational Psychology, Georgia Institute of Technology, Atlanta, Georgia June 1998

ACHIEVEMENTS, AWARDS & ACTIVITIES

Academy of Art University Instructor Sept 2013 – Present
Women in 3D Printing Workshop Instructor 2019
California College of the Arts Adjunct Professor Jan 2016 – Dec 2018
Fashion 360 & Tech “Future Jewelry” featured speaker 2018
Maker Faire SF Week of Learning Workshop Instructor 2018
Women 3D Printing Panelist, SF Design Week 2018
E.A.S.T. Studio Tour Exhibiting Artist 2013, 2014
La Reunion Bridge-O-Rama Parade of Giants Featured Artist 2012
Red Dot Award for Product Design, Design Zentrum Nordrhein Westfalen 2002