

Product Development and Design professional with a proven track record developing best-selling product collections that strike a perfect balance between style and function with a strong experience building brands and leading teams.

PROFESSIONAL EXPERIENCE

Independent Designer and Product Development Consultant 2012 – Present San Francisco, CA

- Specialize in branding, home decor and fashion consumer products, and graphic design
- Utilize years of hands on experience to take new concepts through all phases of design process for startups and established brands
- Incorporate industry knowledge, trend research and design strategy to develop innovative product lines and guide manufacturing process
- Identify and communicate with domestic and overseas manufacturers

Industrial Design Instructor 2016 – Present California College of Art, San Francisco, CA

- Adjunct Professor: teach students 3D CAD software to visualize concepts, create models for mass production and 3D printing

Academy Of Art University, San Francisco, CA 2013 – Present

- Industrial Design Lecturer: teach students to employ user-centered design process to develop ideas into innovative products

Senior Product Designer & Design Manager 2008 – 2012 Michaels Stores, Inc., Dallas, TX

- Served as founding member of in-house Design Studio supporting 11 newly created Private Brands, resulting in \$1B incremental sales in first two years
- Collaboratively implemented strategic merchandising programs to meet aggressive business goals
- Managed team of 6 designers on interdisciplinary teams within specific projects
- Defined design process to increase productivity, role clarity and align design team with company goals
- Directed global network of designers in U.S., China, Taiwan, Thailand, Indonesia and India
- Designed multiple categories of product for Michaels and Aaron Brothers Stores
- Traveled extensively to overseas manufactures to increase product development efficiency

Senior Product Designer 2007 Skagen Designs, Reno, NV

- Aligned efforts of design team to company brand and business goals to produce best-selling products
- Developed watches, jewelry and handbag hardware through all stages of design process
- Defined trend direction and art directed all product lines: watches, jewelry, eyewear and handbags
- Represented design team in meetings and presentations to internal and external stakeholders

Product Designer & Senior Product Designer 2003 – 2006 Fossil, Inc. Dallas, TX

- Led Michael Kors watches design team from launch to established, best-selling brand
- Named Design Lead for Fossil Ladies watches, chosen by CEO to strengthen struggling category
- Worked as member of Global Fossil Brand Team to maintain a culture of great design
- Managed, mentored and collaborated with 3 direct reports

Red Dot Award For Product Design, Design Zentrum Nordrhein Westfalen 2002

EDUCATION

Georgia Institute Of Technology
B.S. in Industrial Design with High Honors
Minor in Organizational Psychology

SOFTWARE SKILLS

- Adobe CC: Illustrator, Photoshop & InDesign
- 3D CAD: Rhino, Fusion 360, SolidWorks & KeyShot
- MAC & PC Platforms; Microsoft Office