

Award-winning Industrial Designer and Manager with a proven track record designing and 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, 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