

Summary

Experienced design and (physical) product development leader, with over 15 years experience in designing products and bringing them to market. Demonstrated ability to translate an organization's design goals & needs into a tactical plan to build and scale the proper team and processes. Proven ability to lead and mentor while managing said plan and team, resulting in a happy, well-functioning machine that launches successful, quality products on time, building brand loyalty and delighting customers.

Experience

Catch Co. - *Vice President of Design and Product Development* | 08.22 - 03.23

Senior Director of Design | 09.19 - 08.22

Industrial Design + Product Development Consultant | 12.16 - 09.19

Co-Founder/Chief Design Officer - BioSpawn Lure Company | 10.12 - acquired 12.16

Oversaw all Product Development, Industrial & Graphic Design, Engineering, and Photography, supporting retail, e-commerce, and subscription box businesses, scaling a subscription box company to a multi-faceted company with a myriad of products, brands, retail needs, and customer needs. Co-Founded Catch Co. sub-brand BioSpawn prior to 2016 acquisition.

- Catch Co. is changing the way 50 million anglers discover and shop for products, learn techniques, and engage with their favorite hobby. With 3 robust business lines, Mystery Tackle Box (subscription), Karl's Fishing & Outdoors (membership ecommerce) and owned product brands, they are positioned to offer every angler something unique to connect them to the outdoors.
 - Product Development + Industrial Design
 - Oversaw and developed scoping, project management, design, review, sampling, and testing processes for the entire product development cycle, from opportunity through production and launch.
 - Built and lead a team of 10 Product Managers, Designers, and Engineers in developing and bringing over 100 products to market, including 3 new product categories, generating over \$20m in sales.
 - Oversaw the build-out and operations of a 2,000 sq. ft. prototyping/testing facility, as well as a book of >100 pieces of intellectual property.
 - Graphic Design
 - Ensured brand graphic standards and voice were cohesively executed across brands in both digital and print, (marketing campaign assets, web/social, packaging, apparel, B&M and trade show signage).
 - Rebuilt graphic design team and processes in 6 months, cutting deliverable time in half, clearing a backlog of >50 past due projects, and ensuring new team of 4 FTEs + freelancers consistently delivered quality projects on time going forward.
 - BioSpawn Lure Company
 - Co-founded, and designed BioSpawn's original 7 products, developing brand form language, owning all design functions, product development, production, and customer service.
 - Gained distribution in 3 major retailers prior to an acquisition by Catch Co. in 2016.

Liberty Hardware - *Senior Designer* | 03.17 - 09.19

- Managed design and deliverables for Shower Doors and New Category Development while supporting other categories. Particular emphasis on engineering, DFM, research, and managing our in-studio 3DP capabilities.
 - Led development of Closets by Liberty, ADEX Platinum Winner, gaining placement in Home Depot, Lowe's, and Wayfair.

Home Products International - *Industrial Designer* | 07.12 - 03.17

- Designed for HPI's lines of storage, garment care, and home organization products, from market research through production, with a particular emphasis on DFM.
 - Designed a collection of totes for Walmart, resulting in over \$60m in sales over 2 years.

TricorBraun Design - *Industrial Designer* | 05.10 - 11.11

- Designed for TB's range of international clients on custom bottle and packaging design projects, from concept to production, including heavy engineering detail and 3DP validation.

Trade Associates Group, Ltd. - *Industrial Designer* | 07.08 - 05.09

- Designed for Tag's collections of seasonal and year-round gift-ware, table-ware, candles and accessories, art furniture, home décor, furniture, and branding graphic design.

ACCO Brands, Swingline Division - *Industrial Designer* | 09.07 - 5.08

- Designed supporting Swingline's line of office tools.

Education

University of Illinois-Chicago Industrial Design Program | BFA / Magna Cum Laude - 2008

Skills & Awards

Design/Product Development Leadership

Design & Brand Strategy

Project Management

17 patents awarded

UIC School of Art+Design Award for Industrial Design - 2008

Winner- Life Fitness Design Competition - 2007

Design for Manufacturing

Rapid Prototyping/3DP

Solidworks/Creo/Rhino/Keyshot/Adobe CC

Sketchbook Pro + Tablet Sketching

Platinum ADEX for Design Excellence - 2021

UIC IDSA Merit Award Nominee - 2008