

# Heather Blaikie

## Industrial Designer & Product Developer

415.967.2262 - S F Bay Area  
design@heatherblaikie.com  
[heatherblaikie.com](http://heatherblaikie.com)  
[linkedin.com/in/hblaikie](https://www.linkedin.com/in/hblaikie)

Award-winning Industrial Designer with 8+ years experience as a Product Manager and Team Manager. An innovative problem solver who has worked collaboratively to bring hundreds of best-selling products to market for major brands and private labels in multiple categories including handbags, watches, apparel and home decor.

## EXPERIENCE

### DESIGN & PRODUCT DEVELOPMENT DIRECTOR

HEATHER BLAIKIE DESIGN | May 2012 - Present

- Developed a new product line for **JOANN Stores** from concept to production, achieving \$40k in the first sales week.
- Designed and prototyped lifestyle and tech products for startups from sketch to quick mockups to buy ready CAD and physical prototypes.
- Executed data-driven product development process and design for **ModCloth**, realizing a 90% sell-through, while reducing cost in manufacturing through design, contributing to 51% profit growth.
- Increased customers in target demographic by 200% in 6 months through product and marketing strategy for SoulMind Studios. Conducted in-depth competitive analysis to determine ideal market placement, implemented strategy increasing revenue by 40%.
- Designed and developed up to 30 sku's a season for licensor Signal Brands for **Steve Madden**, **Nine West** and **BCBGeneration**, including detailed component BOMs and Color/Graphic specifications.

### DESIGN ADJUNCT PROFESSOR

ACADEMY OF ART UNIVERSITY | Sep 2013 - Present

CALIFORNIA COLLEGE OF THE ARTS | Jan 2016 - Dec 2018

- **Product Design Studio Instructor:** mentor and instruct students to employ a design process to develop ideas into innovative product designs.
- **Human-Centered Design Lecturer:** teach students to the science of ergonomics, meeting the needs of consumers, and incorporating anthropometric data.
- **3D Modeling Instructor:** teach 3D CAD Software, including Rhino and KeyShot, to visualize concepts, and create models for manufacturing and 3D printing.

### DIRECTOR OF MERCHANDISING AND PRODUCT DEVELOPMENT

MACPHERSON'S | Sep 2019 - Jul 2020

- Led Merchandising Department to strategically manage portfolio of 40,000+ products spanning 200+ brands, developed multi-year brand and product roadmaps to deliver on private brand and business objectives.
- Led strategic direction to increase company's reach as a distributor, including consumer focus group research, analyzing competitive market intelligence and consumer insights data, negotiating with 10+ manufacturers and suppliers to increase average gross margin dollars.
- Directed multi-brand email campaigns for major retail customer, delivered to over 11 Million users, resulting in an average 30% increase in ecomm purchase margin.

### DESIGN MANAGER (PROMOTION)

MICHAELS COMPANIES, INC. | Jan 2010 - May 2012

- Promoted to manager as department grew to 22 designers, managed team of 6 designers on interdisciplinary teams.
- Led within a quickly moving Product Development group in a \$4 Billion retail organization to develop 11 private label brands reaching a \$1 Billion sales goal
- Increased productivity and employment engagement by defining and implementing multiple processes including Design Process, Design Project Initiation, and Preferred Vendor Evaluation Matrix.

## SKILLS

Product Design  
Product Development  
Ideation  
Sketching  
Prototyping  
Collaboration  
Design Management  
Team Management  
Trend Forecasting  
Creative Direction  
Sourcing  
Manufacturing  
Branding  
Illustration  
Graphic Design  
Adobe Creative Suite:  
Photoshop, Illustrator, InDesign  
3D Modeling:  
Rhino3D, SolidWorks, KeyShot  
MS Office Suite & GSuite

## EDUCATION

### BACHELOR OF SCIENCE

GEORGIA INSTITUTE OF  
TECHNOLOGY  
Industrial Design  
Organizational Psychology Minor  
Magna Cum Laude

## TRAINING

SolidWorks Advanced Modeling  
3DExperience World  
DASSAULT SYSTÈMES  
Feb 2021

SolidWorks  
ACADEMY OF ART UNIVERSITY  
Dec 2015

Building Great Internal  
Design Organizations  
DESIGN MANAGEMENT INSTITUTE  
Sept 2011

Rhino 3D  
ROBERT MCNEEL AND  
ASSOCIATES  
Apr 2007

SolidWorks  
DASSAULT SYSTÈMES  
Jan 2000

# Heather Blaikie

Industrial Designer & Product Developer

415.967.2262 - S F Bay Area  
design@heatherblaikie.com  
[heatherblaikie.com](http://heatherblaikie.com)  
[linkedin.com/in/hblaikie](https://www.linkedin.com/in/hblaikie)

## EXPERIENCE CONTINUED

### SENIOR PRODUCT DESIGNER

*MICHAELS COMPANIES, INC. | Jan 2008 - Jan 2010*

- Designed and developed over 2000 sku's for multiple categories of product for Michaels Stores including Frames, Art Supplies, Kids and General Crafts.
- Led Role Clarity task force for 50+ Product Managers and Designers to improve process and team morale.
- Traveled extensively to 200+ overseas manufacturers, participating in mutual training and defining processes to increase product development efficiency.

### SENIOR PRODUCT DESIGNER

*SKAGEN DESIGNS | Jan 2007 - Sep 2007*

- Led international team of 4 designers to deliver seasonal product lines by aligning team's efforts to the goals of the brand and business.
- Led creation and development of annual product strategies, aligned across categories incorporating trends in design, technologies, and demographic, market & consumer research.
- Designed and developed watches, jewelry and handbag hardware through all stages of design process including Tech Packs, detailed component BOMs and Color/Graphic specifications.

### SENIOR PRODUCT DESIGNER (PROMOTION)

*FOSSIL GROUP, INC. | Oct 2004 - Aug 2006*

- Led Michael Kors Watches design team from launch to best-selling brand, achieving 400% growth in 5 years.
- Appointed by CEO to overhaul and strengthen a struggling category (Ladies' watches), resulting in an increase of 15% in sales in the 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.

### PRODUCT DESIGNER

*FOSSIL GROUP, INC. | Oct 2003 - Oct 2004*

- Designed 200+ original watches for licensed brands including Michael Kors, Columbia, and Fossil.
- Led launch presentations for Michael Kors watches to major retail stakeholders.

## HONORS

Featured Speaker  
FASHION 360 & TECH  
"Future Jewelry"

Workshop Leader  
MAKER FAIRE SF  
Week of Learning

Panelist  
SF DESIGN WEEK  
Women 3D Printing

Recipient  
DESIGN ZENTRUM  
NORDRHEIN WESTFALEN  
Red Dot Award

## VOLUNTEER EXPERIENCE

Grassroots Program Member  
OUTDOOR WOMEN'S ALLIANCE  
January 2021 - Present

Build Volunteer  
ARTISTS BUILDING COMMUNITIES  
December 2020 - Present

Fundraising Event Producer  
INTERNATIONAL COURT SYSTEM  
February 2018- Present

Donation Pickup Driver  
ALAMEDA FOOD BANK  
September 2014-June 2015