

DESI JAMES LINCUNA

Creative designer with 15+ years of experience delivering high quality consumer products from concept to retail. As an Industrial Designer, I pride myself in thinking like an artist, and engineer, and a researcher in envisioning a better future and enhancing people's lives. I am looking for new career opportunities.

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EXPERIENCE

Earthbound Brands

New York, NY
(Dec 2021 - Oct 2022)

SENIOR INDUSTRIAL DESIGNER

Guiding leadership role in design and product development of all Hard Goods categories - Housewares, Tabletop, Furniture, Indoor & Outdoor Décor.

- Effectively mentored and led team of 4 direct reports and freelancer(s) to drive design and category ownership with their Product Development partners.
- Direct liaison and consultant to the Pioneer Woman (Ree), outlining strategic art and product directions for the brand.
- Moderated new category opportunities and initiatives with leadership, Walmart, and Ree to accelerate potential brand growth.
- Championed trusting partnerships and collaboration with Walmart merchants and cross-functional teams ensuring strategy and business initiatives are achieved.

(Aug 2018 - Dec 2021)

INDUSTRIAL DESIGNER (Mid-level)

Category SME oversaw Housewares design development for Walmart's top private label brand consisting of \$195M+ programs with ~5% YOY average brand growth.

- Partnered with Walmart Merchants to re-launch Cookware, Bakeware, and Cutlery programs delivering best in class quality with strong value messaging.
- Developed product strategies with Walmart Merchants to increase market share and category growth that met company initiatives and margin requirements.
- Effective collaboration with Product Development ensuring design integrity is maintained throughout the development process. Developed one-of-a-kind trust and partnership with colleagues as recognized by leadership.
- Created cohesive surface art and pattern placement on multiple product categories relevant to brand's identity and seasonal aesthetic directions.
- Implemented Industrial Design methodology to streamline design communication and advance product approval process, increasing speed to market timeline.
- Fostered collaborative partnerships with supplier and factory to drive material and manufacturing innovation improving product quality, function, and cost.

Kohl's Corporation

New York, NY
(2013 - 2017)

ASSOCIATE INDUSTRIAL DESIGNER

Designer and brand ambassador for Food Network's Cookware + Food Prep category. Collaborated with cross-functional teams to develop exclusive products and strategies that supported omni-channel growth.

- Developed and launched a successful cast iron program exclusive to Food Network.
- Doubled omni-channel growth by partnering with merchants and industry experts to develop relevant and well curated assortment.
- Designed and value engineered cost challenged products meeting cost parameters.
- Led the integration of 3D printing technology into the design process, resulting in effective response to business needs and speed to market.

(2011 - 2013)

ASSISTANT INDUSTRIAL DESIGNER

Developed design concepts, technical drawings, and 3D models for Food Network and Bobby Flay. Supported Product Development team in identifying assortment opportunities by maximizing both brand's lifestyle identity and culinary authority.

- Simplified customer experience by building relevant assortment that highlight essential products and seasonal must haves in store or as web exclusives.
- Improved product quality through standardized technical design practices and utilized my passion for cooking.

Bed Bath & Beyond

Farmingdale, NY
(2007 - 2011)

INDUSTRIAL DESIGN CONSULTANT

Administered CAD and technical services for Bed Bath & Beyond's private label brands. Supported Art Director and Designers on product direction and market research for Tabletop, Furniture, Home Storage and Accessories.

CORE COMPETENCIES

Market & Trend Analysis

Product Strategy

Project Management

Mass Production Processes

CAD & Technical Drafting

Sketching & Prototyping

Material Research & Usage

Color Matching

Graphic Design & Layout

SOFTWARE

SolidWorks

Adobe Creative Suite:
Photoshop, Illustrator, & InDesign

Microsoft Office Suite: *Word, Excel, & PowerPoint*

Keyshot

Windows OS & MacOS

HARDWARE

Stratasys Fortus 250mc

ZCorp Spectrum Z510

EDUCATION

INDUSTRIAL DESIGN (BID)

Bachelor's Degree

Pratt Institute, Brooklyn, NY
Studies focused in research & development of consumer products, ceramics, furniture, shoe and toy design.