

# jeff engelhardt



## Product Director | Design Director

Over 13 years of experience weaving product & design leadership, insight, and execution into holistic, empathic, and consumer-focused processes that create lasting innovation & value - solving problems you didn't even know existed.

### PROFESSIONAL EXPERIENCE

**Senior Industrial Designer** | March 2020 - July 2023  
**Industrial Designer** | November 2016 - March 2020

GIRO SPORT DESIGN

- Served as acting Design Director, leading Giro's footwear, softgoods, and accessories categories from concept through design, development, and commercialization.
- Launched over 60 new models in 6 years, including an overhaul of 100% of the footwear line between 2016 and 2022.
- Led the footwear category to back-to-back years of record sales & profits in 2020 & 2021, growing the category 300% to \$15MM in net sales.
- Directed, managed, and led interns, junior designers, developers, vendors, and independent contractors.
- Led systemic sustainability initiatives for Giro's footwear & snow helmet categories.

**Product Director | Design Director | Founder** | September 2018 - September 2021  
VIRTUE ATHLETIC

- In less than 1 year - designed, developed, branded, marketed, and launched an independent, profitable footwear brand.
- Launched via Kickstarter raising over \$60k in 30 days, with an additional \$10k in post-launch pre-orders.
- Transformed the business to an operational direct-to-consumer, e-commerce brand.
- Grew to a valuation of \$2.5MM.
- Created & ran multi-channel paid & grassroots marketing & social media campaigns.
- Directed & managed logistics, finances, customer service, and outside vendors on top of all design, production, and marketing duties.

**Product Manager | Lead Industrial Designer** | September 2014 - September 2016  
SWENYO

- Collaboratively led all Swenyo product design, development, line management, and merchandising.
- Grew Swenyo's product assortment from 25 SKUs at launch to over 700 SKUs in less than 2 years.
- Managed a product line that included in-house designed, externally designed, OEM, drop-ship, and wholesale product assortments.
- Directed, managed, and led junior designers, developers, vendors, and independent contractors.

### PORTFOLIO

[jeff-engelhardt.com](http://jeff-engelhardt.com)

### CONTACT

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San Francisco, CA, USA

### SKILLS & EXPERTISE

- Design Leadership ●●●●●
- Product Management ●●●●○
- Design Direction ●●●●●
- Product Development ●●●●●
- Industrial Design ●●●●●
- Brand Design ●●●●○
- Business Strategy ●●●●○
- Project Management ●●●●●
- Creative Direction ●●●●○
- Customer Insight ●●●●●
- Brand Strategy ●●●●○
- Budgeting ●●●●○
- Product Road Mapping ●●●●●
- Go-to-Market Strategy ●●●●○
- Team Building ●●●●○
- Collaboration ●●●●●
- Team & People Leadership ●●●●●
- Market Analysis ●●●●●
- Human Factors ●●●●○
- Design Thinking ●●●●●

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Product Director | Design Director

## PROFESSIONAL EXPERIENCE

**Lead Industrial Designer** | July 2010 - September 2014  
VAPOR STUDIO

- Led Vapor Studio's industrial design department as well as select brand design projects.
- Led projects from blue sky concept & ideation through refinement, development, production, implementation, and final delivery.
- Oversaw & managed clients, project resources, timelines, and budgets.
- Directed & managed interns & junior designers, including those at our satellite studio in Southeast Asia.
- Clients included Adidas, Oakley, Spy Optic, Skullcandy, Columbia, Chaco, and Alpinestars.

**Design Director | Brand Designer | Industrial Designer** | September 2014 - Present  
FREELANCE

- Directed the creation of products, business strategies, brand identities, standards guides, and marketing materials for independent clients.
- Completely rebranded CrossFit 760, creating an identity system that allowed for growth from a single location in Southern California to over a dozen locations across multiple states and 2 continents.
- Managed all project budgets, timelines, financials, and client relations.

## INTERNSHIPS

**Industrial Design Intern** | February 2010 - April 2010  
VAPOR STUDIO

**Industrial Design Intern** | June 2009 - September 2009  
NEWELL RUBBERMAID

**Industrial Design Intern** | January 2009 - March 2009  
ION DESIGN

**Industrial Design Intern** | June 2008 - September 2008  
DICK'S SPORTING GOODS

**Industrial Design Intern** | January 2008 - March 2008  
FISHER-PRICE

**Industrial Design Intern** | June 2007 - September 2007  
FISHER-PRICE

## EDUCATION

Bachelor of Science  
**Industrial Design**  
University of Cincinnati  
2005 - 2010

## PERSONAL INTERESTS

Outdoor Adventure-ing •  
Jack of All Trades-ing •  
Autodidact-ing •  
Sport & Fitness-ing •  
Technology fiddling •  
Film & TV Over-analyzing •  
Creative Writing •  
Dinosaurs (duh) •