

# Rae Brennan

INDUSTRIAL DESIGN      TREND RESEARCH      MATERIAL R&D      PRODUCT STRATEGY

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## EXPERIENCE

### INDUSTRIAL DESIGNER - HARD HOME GOODS

*Earthbound Brands, March 2023- Present | Jr. Designer September 2021-2023*

- Own design strategy across four product categories — Tabletop, Bath, Utility Shower, and Home Organization — translating 12–18 month trend forecasts into cohesive, shelf-ready collections.
- Identify retail whitespace opportunities and direct visual narratives, ensuring aesthetic alignment from initial trend briefing through final production approval — a full end-to-end design ownership model.
- Manage relationships with 30+ overseas suppliers, bridging design intent and manufacturing feasibility; maintain quality standards from prototyping through commercialization.
- Conceptualize and execute high-impact seasonal trend presentations, translating abstract aesthetic direction into tangible lifestyle displays that drive buyer buy-in and cross-category storytelling with retail leadership.
- Evaluate and recommend new materials, finishes, and component systems that support brand differentiation, sustainability goals, and production scalability.
- Contribute to team design workflows, mentoring junior contributors and implementing documentation standards that improve clarity and speed-to-market across cross-functional partners.

### INDUSTRIAL DESIGNER

*Lifetime Brands, April 2018 - August 2021*

- Translated complex consumer insights and market data into patented kitchen tools for Target, Amazon, and Costco — balancing trend relevance, material performance, and manufacturing feasibility.
- Developed 2D/3D design packages capturing specific aesthetic moments for national consumer segments, working directly with overseas factories through prototyping and production.
- Built expertise in construction innovation, material R&D, and CMF development across hard goods categories, with ongoing tooling and engineering collaboration.

## SKILLS

### DESIGN TOOLS:

Fusion 360, Solidworks, KeyShot, Adobe Creative Suite (Illustrator, Photoshop, InDesign)

### CORE COMPETENCIES:

Trend Research & Forecasting · CMF Strategy · Material R&D · Construction Innovation · Whitespace Identification · Overseas Manufacturing Partnerships · End-to-End Product Development · Cross-functional Creative Leadership · Art Direction of Print and Pattern · AI-Assisted Design Workflow Integration

## EDUCATION

### INDUSTRIAL DESIGN

B.F.A  
Savannah College of Art and Design | 2018