

Harry Mayers

COLLABORATIVE PRODUCT DESIGNER. FRIENDLY. CREATIVE. LIKES BIKES.

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Professional Skills + Experience

Full Cycle Product Development

- Problem definition + concept exploration
- POD development/brand differentiation
- Materials selection
- Model making, hand-building, laser cutting, rapid prototyping, 3D printing
- Cost analysis/optimization

The Human Side

- Organized + efficient - strong time manager
- Dynamic, engaging presentation approach
- Collaborative across disciplines and stakeholders
- Positive interpersonal relationships

Technical + Specialized

- 3D modeling + rendering
 - Rhino
 - Flamingo NXT
 - KeyShot
- Adobe Creative Suite
- Sketchbook Pro
- Microsoft Office Suite
- Connected product app direction
- Consumer electronics product integration
- Product licensing
- Certified Creative Problem-Solving facilitator

Work

Key Lead Designer | Mattel Fisher-Price 2008-present

Previous positions: Lead Designer, Project Designer, Senior Designer, Designer, Associate Designer

Manage product design through the development cycle for manufactured consumer products for several Fisher-Price brands, consistently recognized for experimentation, creativity and innovation as well as clean, timeless designs. Cross-functional collaboration with in-house engineering, marketing, safety, research, child development and sales departments at all levels. An overview:

- Lead the development of full product lines and long-range product plans for worldwide markets accommodating dynamic and changing corporate strategies, human factors, and consumer trends.
- Conduct consumer research, including online, on-site and in-home testing and analyze competitive market research to identify potential breakthroughs and maximize market opportunity.
- Collaboration with global brand and production teams, chosen for on-site work with Mattel Asia.
- Chosen for Creative Problem-Solving facilitation certification program, leading sessions resulting in consistently progressive product concepts.
- Leverage a variety of technologies and mediums to produce models and functional prototypes - regularly seek new trends in material and manufacturing processes.
- Frequently requested to present to upper management, local internal team, as well as external partners.
- Balance a high project load, while maintaining obsessive (in a good way!) detail and quality standards.

Bonus: Created highest grossing category product of all time; Little People Skyway, 2015!

Education

Rochester Institute of Technology: BFA, Industrial Design; ASA, Graphic Design

Recognition + Extras

- Winner, Mattel MixFaire (*design innovation competition*): 2017, 2018, 2019, 2020
- Oppenheim Best Toy Platinum Award: Smart Cycle 2017
- Mattel line development fast-track award, 2019
- 2019 Design Intern Program Manager + Intern Mentor
- Product research team member at the Consumer Electronics Show, Nuremberg Toy Fairs, and NY Toy Fairs.

Collaborations + Partnerships

- Apple
- Amazon
- Disney
- IDEO
- Netflix
- Target
- University of California