



CHADLEY JAZIRI

DESIGN / INNOVATION LEADER

Prolific Design and Innovation Leader. Boating Industry "40 Under 40", designer of over 70 commercially produced recreational powerboats for both the Sea Ray and Bayliner brands, and Leader of Advanced Concepts US Team for Bombardier Recreational Products (Sea-Doo) Watercraft. Originator of numerous Award-Winning designs, and Industry Patents, with proven track record of commercially successful products.

Contact

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EDUCATION

North Carolina State University
2002-2005 BS in Industrial Design
-GPA 3.8 (Cum Laude)
-Completed 4 yr degree in 3 yrs
-Dean's List 4 semesters

North Carolina State University
1998-2001 Mech. Engineering
-Switched Majors

SKILLS

- Design & Innovation Leadership
- Product Vision and Strategy
- Highly Creative and Self-Motivated
- Comprehensive Sketching/Ideation
- 3d Form and Aesthetics
- Brand Identity
- Hull Form & Vehicle Dynamics
- Compelling Presentation
- Exec. Level Communication
- Time and Resource Management
- Attracting and Hiring Talent

TRAINING

- HUMAN WORKS Ergonomics
- RHINOCEROS (Expert Level)
- SPACE AGE PROJECTS
Business of Project Mgmt. Training
- ALEXANDER PROUDFOOT
Management Training

SOFTWARE

- Rhinoceros 3D (Primary Tool)
- Alias Studio Tools
- Adobe Photoshop
- Adobe Illustrator
- Power Point
- Wrike Project Management
- MS Office / Word

REFERENCES

- Available Upon Request

SUMMARY

Passionate, and tireless design leader experienced in working across all functions, at the IC, Manager, Director and Executive levels to develop paradigm-shifting product solutions aligned with both business strategies and customer desires. Deep understanding of aesthetics and mechanics, brand identity, and the design-thinking process. Relentless in the pursuit of understanding the technology, trends, and innovation that will shape our future, and creating design strategies to capitalize on it.

CAREER ACCOMPLISHMENTS

- Led BRP Advanced Concept Team US, Watercraft (7 members): Responsible for delivering paradigm-shifting new product architectures, and all Sea Doo PWC vehicle dynamics.
- Sea Doo Switch (2022 Boating Magazine: Boat of the Year)
- Upcoming Sea Doo RISE (Electric Hydrofoil Watercraft)
- Primary Concept Designer of over 70 Sea Ray and Bayliner boats from 16-70ft (2005-2018)
- Concept Originator for Bayliner Element Series
- Concept Originator of Sea Ray "Wide Beam Architecture" (SDX Family)
- Concept Originator of Sea Ray "Day-Dancer" Architecture (All Open-Bow SR Cruisers)
- Lead Concept Designer for Common Platform Architecture Analysis

WORK HISTORY

BRP (Bombardier Recreational Products)

Advanced Concepts US Watercraft, Team Leader Oct. 2018- Mar. 2023
-Led and managed team of 7 (Engineers, CAD, Designers, Hull Specialists, Technicians)

Sea Ray Boats

Expert Concept Designer (Level IV) Jan. 2015 - Oct. 2018
-Highest Designer Title Offered (first in company to achieve)

Senior Advanced Concept Designer (Level III) Jan. 2010 - Jan 2015
-Achieved Sr. Title in under 5 yrs (fastest in company)

Staff Designer (Level II) Sept. 2005 - Jan 2010
-First Position Held at Company

ViaLink Group

Jr. Designer (Level I) May 2005 - Aug. 2005
-1st Place Winner KartAccessories.com

LEADERSHIP

- Led 2018-2023 Advanced Concept Team US, Watercraft
- Led 2016 "Vision 20/20" Concept Initiative
- Led 2015 Design Liason for FL Polytechnic Collaborative
- Led 2013 Common Platform Design Architecture Analysis
- Led 2011 Future of Industry / Trend Forecasting Initiative
- Led 2010 Advanced Concept Initiative
- Led 2009 Design Forum Interactive Sessions

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PATENTS

- Multiple Confidential Patents Pending for BRP (Sea Doo Switch / RISE)
- Vessel Platform w/ Integrated Seating - Bayliner 195 BR
- Marine Modular Track Storage System Bayliner 175 BR
- Tilting Utility Cargo Top (Multiple Products)
- Tailgate Transom - 2008 Sea Ray 270 Sundancer
- Reversible Swivel Helm Seat - 2008 Sea Ray 270 Sundancer
- Dual Direction Sliding Backrest/Seat - 2018 520 Sundancer/FLY
- Transom Seat Cargo Carrier - Sea Ray SDX Family

- AWARDS

- Boating Magazine 2022 "Boat of the Year" - Sea-Doo Switch
- "Samuel Hedstrom Award" for Transportation in Industrial Design
- Trailer Boats Magazine "Excellence In Design" Award - 2008 Sea Ray 290 Amberjack
- Boating Life Magazine "10 Best of 2008" Award - 2008 Sea Ray 210 SunDeck
- Marine Design Resource Alliance "Centurion Award" - Blue Fin Concept
- Colin Guy Trieber Book Award - Outstanding Commitment to the Highest Standards in ID
- Trailer Boats Magazine "Excellence In Design" Award - 2009 Sea Ray 270 Sundancer
- Trailer Boats Magazine "Excellence In Design" Award - 2009 Sea Ray 230 SunDeck
- 2014 Best of BOATS.com Best Beginner Boat - 2014 Bayliner Element XL
- 2014 Motor Boat and Yachting "Best Starter Boat" - 2014 Bayliner Element
- Boating Magazine "Best BowRider of 2014" - Bayliner Element 16
- Boating Industry "Top Products 2017" - Bayliner Element 21
- 2017 M.I.B.S. Innovation Award - 2017 Sea Ray 400 SLX
- Boating Magazine "2017 Boat of the Year" - 2017 Sea Ray 400 SLX
- Asia Pacific Boating 2015 "Best Worldwide Production Motor Yacht 15m-24m - L650 Fly
- 2018 "European Power Boat of The Year" - 320 Sundancer

PROJECTS

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PROJECT HISTORY

Sea Ray (57)

-2008 47 Sedan Bridge
-2008 210 Sundeck
-2008 290 AmberJack
-2009 270 Sundancer
-2009 250 Sundancer
-2009 350 Sundancer
-2009 540 Sundancer
-2010 260 Sundeck
-2011 450 Sedan Bridge
-2012 190 Sport
-2012 210 SLX
-2012 230 SLX
-2013 220 Sundeck
-2013 220 Sundeck OB
-2013 240 Sundeck
-2013 240 Sundeck OB
-2013 350 Sundancer
-2014 270 Sundeck
-2014 270 Sundeck OB
-2014 510 FLY
-2015 19 SPX
-2015 290 Sundeck
-2015 590 Sundancer
-2015 590 FLY
-2015 650 Sundancer
-2015 650 FLY
-2016 19 SPX OB
-2016 21 SPX
-2016 21 SPX OB
-2016 290 Sundeck OB
-2016 310 SLX
-2016 310 SLX OB
-2016 280 SLX
-2016 280 SLX OB
-2016 400 FLY
-2017 320 Sundancer
-2017 320 Sundancer OB
-2017 460 Sundancer
-2017 460 FLY
-2017 550 Sundancer
-2017 550 FLY
-2017 400 SLX
-2017 400 SLX OB
-2018 250 SDX
-2018 250 SDX OB

Primary Concept Contribution

Exterior
Exterior
Exterior
Exterior/Cockpit/Interior
Exterior (Derivative)
Cockpit
Exterior/Cockpit
Exterior (Derivative)
Interior/Cockpit
Exterior/Cockpit
Exterior
Exterior (Derivative)
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Exterior/Cockpit
Exterior/Cockpit

-2018 520 FLY
-2018 520 Sundancer
-2019 260 Sundancer
-2019 260 Sundancer OB
-2019 270 SDX
-2019 270 SDX OB
-2019 290 Sundancer
-2019 290 Sundancer OB
-2019 350 SLX
-2019 350 SLX OB
-2020 360 Sundancer
-2020 360 Sundancer OB

Exterior/Cockpit
Exterior/Cockpit
Exterior/Cockpit
Exterior/Cockpit
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Exterior
Exterior
Exterior/Cockpit
Exterior/Cockpit

BAYLINER (13)

-2013 170 Bowrider
-2013 175 Bowrider
-2013 180 Bowrider
-2013 185 Bowrider
-2013 190 Bowrider
-2013 195 Bowrider
-2013 190 DeckBoat
-2013 195 DeckBoat
-2013 210 DeckBoat
-2013 215 DeckBoat
-2013 Element 16
-2014 Element XL 18
-2015 Element XR-7

Primary Concept Contribution

Exterior/Cockpit
Exterior/Cockpit
Exterior/Cockpit
Exterior/Cockpit
Exterior/Cockpit
Exterior/Cockpit
Exterior/Cockpit
Exterior/Cockpit
Exterior/Cockpit
Exterior/Cockpit
Cockpit
Cockpit (Derivative)
Exterior/Cockpit

BRP (Bombardier Recreational Products)

-Sea Doo Switch (Family of Products)
-Sea Doo RISE (to be launched summer 2024)
-Many more unannounced confidential products