



STEVEN HOWIE

INDUSTRIAL DESIGNER • BRAND DEVELOPMENT & STRATEGY

HELLO

I'm a design director with over 13 years of experience. Design is my passion and insatiable curiosity. Figuring out the most beautiful way to solve a problem is what drives me. I won't settle until I've created a streamlined and sustainable product that looks as awesome as it works. I focus on the bigger picture; the story that is behind every innovation. From branding to engineering drawings, I will ensure they exceed the perception. I am a motivated, results-oriented, design leader who thrives in a fast paced environment.

REFERENCES

David Galindo
Design Director
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Richard Kalter
CEO
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CONTACT

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EXPERIENCE

2002 - Present • Freelance Designer

Designing & developing graphic and industrial design directions in multiple categories. Working with engineers and manufacturing to create responsible & on-trend designs. Exclusive designer for 4 years at Disney creating illustrations to industrial design solutions. Other clients include Takeya, Duro, L'Oreal, Lululemon, Glad, Pine-Sol, Public Goods, Miranda Lambert and many more.

2022 - 2025 • Gotta Brands Inc.

Design Director

Creator of a diverse portfolio of brands with a strong financial backing and production ties. Responsible for the development of successful brands with large sales and distribution channels. Managing studios and factories to create on trend and affordable products. Responsible for the entire process of product design to end consumer.

2009-2022 • Gibson Overseas Inc.

Lead Industrial Designer

Responsible for projects across all goods found in a kitchen. Managing a team of surface & industrial designers to meet the companies goals. Communicating with buyers from every major retailer in the US to deliver exceptional products that fit their brand strategy. Designed & handled licenses from concept to sampling. Coca-Cola, Peanuts, Isaac Mizrahi, Campbells, Mr.Coffee, Nate Berkus, Nambe, Pioneer Woman, Florence Broadhurst, Chrissy Teigen, Martha Stewart and many more.

2008 • Lanard Toys

Internship

Chinese based toy manufacturer. Worked as a supporting role to high level designers. Created mock-ups/kit-bashes for proof of concept. Designed tools/toolbox for Workman line.

2007 - 2008 • Kohler Company

Co-op designer

Within Kohlers illustrious bathing division. Led engineers & marketing into new brand opportunities. Worked with a dynamic group supporting other designers. Conducted market research with the firm TNS.

2007 • Samsung Sponsored Project

Designing cellphones for the demographic 40-60 with a strong emphasis on color, materials and finishes.

EDUCATION

2004 - 2009 • Art Center College of Design

Bachelor in Industrial Design

2003 - 2004 • Kansas City Art Institute

Fine art program

2000 - 2003 • Palomar College

TOOLS & SKILLS

Photoshop	●●●●○	MS 365°	●●●●○
Illustrator	●●●●●	Industrial Design	●●●●●
Solidworks	●●●●○	Brand Strategy	●●●●●
Sketching	●●●●○	Packaging Design	●●●●○
Innovation	●●●●●	Multi-tasking	●●●●●