



STEVEN HOWIE

INDUSTRIAL DESIGNER • BRAND DEVELOPMENT & STRATEGY

HELLO

I am a design leader and strategist with over 13 years of experience, driven by curiosity and a relentless commitment to excellence. I specialize in solving complex problems through refined, sustainable products that look exceptional and perform flawlessly. I bring a big-picture perspective to every project, shaping the narrative behind each innovation from brand strategy through engineering execution. Highly motivated and results-oriented, I thrive in a fast-paced, high-growth environments.

REFERENCES

David Galindo
Design Director
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Richard Kalter
CEO
310.951.6243

CONTACT

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EXPERIENCE

2002 - Present • Freelance Designer

Design and development of graphic and industrial design direction across multiple product categories. Collaborates closely with engineering and manufacturing teams to deliver responsible, trend-driven solutions. Served as an exclusive designer for Disney for four years, creating work ranging from illustration to industrial design. Additional clients include Glad, Takeya, Miranda Lambert, Duro, L'Oréal, Lululemon, Pine-Sol, Public Goods, and more.

2022 - 2025 • Gotta Brands Inc.

Design Director

Creator and leader of a diverse portfolio of brands supported by strong financial backing and integrated production partnerships. Proven track record of building high-performing brands with extensive sales and distribution networks. Oversees studios and manufacturing operations to deliver on-trend, affordable products. Led the full design and development process, spanning industrial design, brand strategy, packaging, marketing, and production.

2009-2022 • Gibson Homewares Inc.

Lead Industrial Designer

Responsible for product development across the full kitchen category, leading teams of surface and industrial designers to meet strategic business goals. Partnered with buyers at all major U.S. retailers to create high-performing products aligned with brand and market strategy. Managed licensed programs end-to-end, from concept to sampling. Across brands including Coca-Cola, Peanuts, Isaac Mizrahi, Campbell's, Mr. Coffee, Nambe, Pioneer Woman, Florence Broadhurst, Chrissy Teigen, Martha Stewart, and others.

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	●●●●○	Leadership	●●●●○
Illustrator	●●●●●	Industrial Design	●●●●●
Solidworks	●●●●○	Brand Strategy	●●●●○
Sketching	●●●●○	Packaging Design	●●●●○
Innovation	●●●●●	Multi-tasking	●●●●●