



# REBECCA WOLFE

USER CENTERED DESIGN | STRATEGY | PRODUCT

## ABOUT ME

TO BE A DESIGNER IS TO LIVE IN A CONSTANT STATE OF LEARNING SINCE NO TWO PROJECTS ARE ALIKE. IT'S NOT ABOUT HAVING THE ANSWER, IT IS KNOWING THE STEPS TO FIND IT! FOR ME, IT'S DIVING INTO A TOPIC I'VE NEVER STUDIED BEFORE, GETTING OUT OF THE BUILDING TO TALK TO PEOPLE AND TROUBLESHOOTING OBSTACLES.

I HAVE CREATED OVER 300 PHYSICAL PRODUCTS. I PITCHED JOINT BRANDING BETWEEN SANRIO, INC. & JUDITH LEBER EARNING MILLIONS IN REVENUE, I PROPOSED A DIRECTION FOR POTTERY BARN HOLIDAY WHICH WAS CARRIED OUT, AND I HAVE CREATED A FUNCTIONING SHOPIFY STORE TO LEARN ABOUT E-COMMERCE AND SOCIAL MEDIA. FOR ME IT'S NOT "LOOK WHAT I HAVE DONE" RATHER ITS, "WHAT'S NEXT?"

## WORK EXPERIENCE

- 2017 | PRESENT *QUANTA 432 | Founder (2017-PRESENT)*  
Created and trademarked a lifestyle brand, IG feed and blog geared toward the conscious community, including the development of a successful Shopify site integrated with Quickbooks, Instagram and Amazon. Designed all products from the ground up as well as the business model and vision.
- 2004 | 2005 *WILLIAM SONOMA, INC. | Product Designer, Pottery Barn Home Accessories*  
Managed design and development of over 50 products, including clocks, fireplace screen, bath fixtures, bath cabinets, storage, and laundry products. Responsibilities included management of trend research, concept development, and management of overseas production.
- 2003 | 2004 *SANRIO, INC | Product Planner*  
Designed new product lines and produced over 80 products for various Sanrio brands. Responsible for factory communication and product revisions. Developed trend forecasts for Sanrio executive management.
- 2000 | 2003 *FREELANCE DESIGNER | Graphic and Product Design*  
Worked for many large companies through a creative talent agency. Presentations, graphic design, photoshop edits, print production, soft goods and gear. Companies included Publicis Dialog, Amazon Advertising, Excite@Home, Velocity Project.
- 1998 | 2002 *CELEBRIDUCKS | Product Development, Creative Dept.*  
Revenue included Sports Promotions for the NBA, NHL, MLB, CLC, and Nascar. ESPN predicted they would be "the next bobbleheads" Created a line of over 125 licensed Rubber Ducks in character.

## CONTACT

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## EDUCATION

- 2014 | 2017 *ART CENTER COLLEGE OF DESIGN*  
Master of Science in Industrial Design  
Graduate studies in human centered design, including research, strategy, design futures, and systems design.
- 1997 | 1999 *SAN FRANCISCO STATE UNIVERSITY*  
Bachelor of Arts in Industrial Arts / Emphasis Product Design
- 1994 | 1996 *CALIFORNIA COLLEGE OF THE ARTS*  
Major / Industrial Design

## SKILLS & INTERESTS

**ABILITIES**  
Photoshop  
Illustrator  
Word/Pages  
Keynote/PP  
InDesign  
Rhino 3D  
Solidworks  
Keyshot  
HTML  
Shopify  
iMovie

**DESIGN SKILLS**  
Design Thinking  
Market Research  
Design Futures  
Systems Design  
Rapid Prototyping  
Social Media Ads  
Mood Boards  
Ideation  
Sketching  
Strategy  
Trend

**INTERESTS**  
Painting  
Jewelry  
Geometry  
Travel  
Hiking  
Kayaking  
Adventure  
Networking  
Skiing  
Sailing

**REAL LIFE**  
9 years as a stay at home mom, proud mother of a 9 and 12 year old. Ran networking and support group for parents.