

MIGUEL HERRERA

MiguelHerreraDesign@gmail.com
MiguelHerreraDesign.com
Austin Texas
(360) 441 7542

skills

Proven Innovator with a list of commercialized industry changing products. Expert at every aspect of product creation, concept development, research and commercialization. Empathetic leader and skillful communicator.

Extremely knowledgeable at standard and alternate manufacturing methods in both hard and soft goods. Skillful sketcher, renderer, 3D modeler and generative design. Extremely well versed in adobe creative suite, rhino, solidworks, grasshopper and model making.

education

*Bachelor of Science in Industrial Design
Associate degree in Business Mngmt.
Western Washington University 2012
Bellingham, WA USA*

personal

I am a problem solver, a creator and an empathetic human being. I value solutions based on data that seamlessly assimilate current and forecasted trends. I am at my best when I work with passionate teammates and when solutions require alternate thinking.

I channel previous difficult life experiences to bring a genuinely positive energy to the work environment. I am an adventurer and spend my free time seeking the next thrill on the mountain, the river or the road, although the best adventure is often sharing it with others.

experience



Senior innovation designer, Whitespace innovation lab lululemon — Mar 2020 - Sep 2021

Head of industrial design team, supporting the entire innovation function at lululemon.

- Directed research, science and prototyping teams through design thinking to guide where we will focus our innovative research efforts for the following year.
- Pioneered a new method of personalized compression and support in a garment based on personal physiology and signature movement.
- Lead the industrial design team in creating proof of concept prototypes rooted in Whitespace research.
- Translate complex research and proof of concept prototypes into a tool box that the mainline team can use to deliver cohesive product across the business.
- Lead integration of future material research and what it could look like in a mainline product.
- Provide recommendations on manufacturing partners for markets we will be asking the business to enter.
- Create documentation and prototypes for IP creation and protection.



Senior Industrial designer, Hardgoods + softgoods Vicus — Jul 2018 - Mar 2020

Lead designer in all aspects of product design and future innovation with a heavy focus on defining which markets the company should approach next.

- Delivered 3 industry disrupting helmets which directly address the athlete's safety and style needs while seamlessly incorporating our patented structure based impact technology.
- Collaborated with the engineering and development team to produce innovative impact management solutions appropriate to the athlete's style of play, physiology and position.
- Partnered closely with brand and marketing teams to deliver a cohesive look and feel across all platforms.
- Created a product design direction document that drove every aspect of design and development for Vicis.
- Led all efforts in user research and feedback which heavily informed product briefs and deliverables.
- Researched, validated and created concept designs for new potential markets that Vicis could be successful in.



Industrial designer, Global football equipment Nike — Aug. 2015 - Jul. 2018

Responsible for driving every aspect of product creation for a half billion dollar business — including insight gathering, product creation and building new manufacturing methods with partners in Asia.

- Commended for delivering the most viewed and industry changing product, the Nike flight ball. Pioneered a new aerodynamic driven football design that provides athletes with a measurable increase in control and predictability.
- Created research and testing methodology to provide design input into the aerodynamics of a football.
- Responsible for in-line innovation pipeline for the following 5 year research and design work.
- Delivered widely celebrated 2018 World Cup product with a statistically proven athlete advantage.



Jr. Industrial designer, Giro footwear + softgoods Easton Bell Sports — Oct 2013 - Aug 2015

With the direction of the design director, I synthesized elite athlete feedback and transformed it into award winning products.

- Owned end to end product creation for all footwear and softgoods. Collaborated with factories to solve production issues.
- Created custom footwear for Bradley Wiggins which played a pivotal role in breaking the one hour record — the most coveted achievement in the cycling world.
- Produced countless colorways driven by future style and industry insights which provided a measurable lift in sales.



Jr. Industrial designer, Easton helmets Easton Bell Sports — Aug 2012 - Oct 2013

As a helmet designer at EBS I was tasked to design two helmets that would exceed our testing standards while maintaining a slim profile.

- Designed two helmets that exceeded sales expectations and are still being sold today.
- Partnered with the Easton leadership and design director to ensure the helmets seamlessly fit into product ecosystem that Easton had created
- Collaborated with manufacturing partners to problem solve production and cost issues.