

JACQUELINE REUSCHE

SENIOR PRODUCT DESIGN LEADER

CONTACTS

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EDUCATION

GOOGLE UX DESIGN
PROFESSIONAL
CERTIFICATE
EXPECTED SEPT 2022

MASTER OF
INDUSTRIAL DESIGN
AUBURN UNIVERSITY,
AUBURN, AL

BACHELOR OF SCIENCE
IN ENVIRONMENTAL
DESIGN
AUBURN UNIVERSITY,
AUBURN, AL

BACHELOR OF ARTS
AGNES SCOTT COLLEGE,
DECATUR, GA
STUDIO ART AND FRENCH

TOOLS

Adobe Creative Suite

Solidworks / Rhinoceros

Keyshot Rendering

Wacom Sketching

Microsoft Office Suite

Sharepoint

Smartsheet

SKILLS

Product Design

Color/Material/Finish Design

ABOUT ME

Senior Product Design leader creating impactful and winning products through close cross-functional collaboration and strong vendor partnerships. Detail oriented and skilled at managing NPD projects through full product development process from concept to production. Strong knowledge of materials – both hardgoods & softgoods - and manufacturing processes. Adept at troubleshooting and solving problems.

WORK EXPERIENCE

OWNER AND PRINCIPAL DESIGNER | PRESENT
MOXIE DESIGNS, LLC, ROSWELL GA | APR 2021

Designed new product concepts for clients including TJX Corporation (TJ Maxx, HomeGoods, & Marshalls) & Okabashi Brands, on an as-needed basis.

- Designed quick turnaround product designs for TJX's paper goods, seasonal, melamine, & canvas tote categories for the 2022 seasons.
- Consulted as lead designer for the refresh of 2 Okabashi flagship sandals, Maui & Breeze. Delivered several concepts above and beyond ask with limited time and budget.

DIRECTOR OF AESTHETIC DESIGN | APR 2021
SERTA SIMMONS BEDDING, | APR 2020
DORAVILLE, GA

Led the aesthetic design and development of Serta's top 3 2021 strategic initiatives: Serta's mattress in a box redesign & development, Perfect Sleeper 2021 redesign, & Serta Artic, Serta's key product innovation.

- Spearheaded Serta's mattress in a box portfolio redesign to create a cohesive product offering across the Serta brand.
- Redesigned and led development for Serta's most important high-volume line, Perfect Sleeper.
- Designed Serta Arctic aesthetics and cut & sew; oversaw the development, fabric qualification, & materials compliance for fabrics used in the innovative Reactex cooling technology system.

SENIOR DIRECTOR OF AESTHETIC
DESIGN | MAR 2020
SERTA SIMMONS BEDDING, | MAY 2019
DORAVILLE, GA

Oversaw aesthetic design and fabric development for the Serta & Beautyrest brands, estimated \$3B annual sales. Managed 6 fabric mills, 4 narrow goods suppliers, 4 cut & sew suppliers, and 1 direct report.

- Slashed aesthetic product development time by 60% through significant process changes, including use of 3D design, design reviews with suppliers, and very close collaboration with the Project Management and Brand teams.
- Implemented industry standard design tools (e.g., Solidworks, Keyshot, &

Trend Forecasting
Surface & Pattern Design
Art Directing
Consumer Research
Design Strategy
Brand Identity
Product Specification Packages
Supplier Management
Cross-Functional Collaboration
Team Leadership
International Travel

ACHIEVEMENTS

Beautyrest Harmony Lux,
Best New Innovation,
Las Vegas Market – JAN 2020

Design Patents:
US D907,402 S
US D637405

Color Marketing Group
Philadelphia Chromazone
Speaker – FEB 2012

Empower Drill in *Metropolis*
magazine: *His & Hers: Gender-*
bending Trends in Product Design
– FEB 2008

WGSN) and partnered with vendors to add 3D design & rendering capabilities.

- Redesigned and relaunched Serta's high-end portfolio - iComfort Foam, iComfort Hybrid, and iSeries Hybrid lines – under an extremely expedited timeline; established a new Visual Design Language (VDL), awarded design patent for zipper cover, and introduced innovative new cooling yarns.
- Developed award-winning Beautyrest Harmony Lux, with first to market recycled ocean plastic Seaqual yarn; received best in show at Las Vegas Market. Sales increased 160% year over year (YOY) from prior line.
- Designed Mattress Firms' iSeries Hybrid & Beautyrest Beyond 2020 lines; awarded expanded product placement and 18%+ YOY sales growth.

**DIRECTOR OF AESTHETIC DESIGN,
BEAUTYREST & SIMMONS
SERTA SIMMONS BEDDING,
PEACHTREE CORNERS, GA**

APR 2019
MAY 2015

Managed aesthetic design and development process for the Beautyrest and Simmons brands and executed the SVP's design vision.

- Curated aesthetic designs (e.g., fabrics, trims, & zipper covers) for Beautyrest & Simmons' national line and retailer specific product offerings.
- Crafted design briefs and communicated deliverables to supplier partners, supporting the SVP's design vision.
- Managed the Aesthetic (AES) Design team's prototyping and materials curation process, including fabric & trim procurement, build requests, cross-functional communication, timelines, and design review set-up.
- Oversaw material qualification process to ensure that fabrics were production ready and in compliance with fire regulation, material specification, and quality metrics.
- Managed detailed bill of materials and accurate costs for Aesthetics; served as a gatekeeper in the formalized hand-off to Sourcing for AES material ramp.

**OWNER & PRINCIPAL DESIGNER
MOXIE DESIGNS, LLC, CUMMING, GA**

JUL 2016
JAN 2014

Created new design concepts for clients including TJX Corporation, Larson Juhl, and several Metro Atlanta small businesses.

- Designed seasonal, home décor, and gift product concepts for TJX.
- Developed mirrors and wall art for Larson Juhl; 75% of concepts presented to Ethan Allen were selected for development.

**INDUSTRIAL DESIGNER
NEWELL RUBBERMAID, ATLANTA, GA**

DEC 2013
DEC 2008

Led industrial design and design research for the Goody Styling platform and headed Color/Material/Finish (CMF) for the Home Solutions business unit. Managed 5 international suppliers, 3 design firms, & 3 design interns.

- Designed successful product solutions for Goody, Calphalon, & Levolor.
- Conducted a competitive analysis for the Styling category and recommended product features by pricepoint to ensure competitiveness.
- Created a recognizable VDL for Goody's Styling & Heat platforms to streamline internal decision making.
- Championed Voice of the Customer (VOC) research, extracted insights, and presented recommendations to leadership for product activation.
- Spearheaded CMF research and managed CMF library for Goody & Levolor; provided research-based color stories and mood boards to other designers.

**LEAD PRODUCT DESIGNER
OKABASHI BRANDS, BUFORD, GA**

DEC 2008
NOV 2007

Led product design and design strategy for the Okabashi brand. Supported design director on design solutions for the Oka B. brand.

- Developed new shoe styles, marketing collateral, and customer presentation materials for the Okabashi & Oka b. brands.
- Managed external graphic design and engineering resources.
- Created the Aspire by Okabashi for CVS, resulting in the incremental sale of 95K units.