

Margaret Thomas

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Hands-on Product Designer and leader with over 20 years of experience in human-centered design. I work with start-ups, established companies, and committed teams to design products that grow revenue and solve people's needs. My work is designed to reduce risk and establish a product's value proposition by uncovering market opportunities and customer needs.

RELEVANT PROFESSIONAL EXPERIENCE

Sr. Design Manager Product Design & UX, Zwift, 7/20 - 11/22

Lead and coach—drive the overall design direction and strategy for work. Define and lead the Growth design team through the creative and product design process. Alignment-driven, working with product partners, to inform roadmaps and new initiatives. Inspire Create and champion data-driven and market-informed product vision that supports Growth strategies.

- Definition and prioritization of the problems being tackled, approach to initiatives, and coordinating the efforts of the design team and the broader organization. Responsible for the overall product execution, culture, process, and results.
- Led team to consistently demonstrate impact on company-level objectives and key results while improving the quality across the cross-platform, omnichannel experience.
- Set career development strategy with individual team members, team objectives, and key outcome-defining resourcing plans — assessing needs, making changes accordingly, and advocating for headcount as needed.
- Identify and own organization-wide initiatives that materially improve the caliber and efficiency of product design processes and outcomes, highly focused on empowering the team to own their area's strategies based on the organization's vision and athlete needs.

Design Director, Incipio, 12/17 – 9/19

Defined and executed product design strategy and user experience, across owned brands—Incipio, Griffin, and Survivor. Oversee new style creation for licensed brands and partners: Kate Spade, Coach, Under Armour, Google, and Microsoft.

- Established design process—collect user insight, trend identification, and agile proof of concept sampling and testing.

- Instituted narrative presentation tools, using storytelling throughout the design process presentations to internal and external stakeholders.

Global Design Manager, Nike Equipment JR286, 9/13 – 9/17

Responsible for seasonal design direction based on Nike and Hurley's creative strategy for athletes at all levels across categories and sports to create a global assortment.

- Accomplished exponential revenue growth in many style types. Nike Hydration line and Football mouthguard's revenue and market share doubled in two years.
- Partnered with department heads across the organization to establish cross-functional processes starting with market research, and user research, through design and development.
- Integrated channel planning and design strategy to increase average global revenue to double-digit growth year over year for 4 years.
- Through innovative design solutions and partnership with Development, increased average global margin by 34% from 2012 to 2017.

Lead Product Designer, Outdoor Products, 7/12 – 7/13

Led product creation and development for all brand families, driving the design and development of technical outdoor, luggage, hunting, and fishing categories.

- Collected user insight, translated trends, and market influences across channels prepared and presented trends and concepts to Retail customers.
- Created and oversaw technical spec. Packages and manage communication and travel with overseas factories throughout the sampling process.
- Increased annual revenue at Walmart by 14% with an 8-peg style expansion.

Senior Product Designer, Targus, 3/08 – 11/11

Integrating innovative and global trends to create product lines available in domestic and international markets for CE and B2B channels.

- Utilizing storytelling created persona and trend collateral, spec-packs, managed sampling, and calendars, including overseas travel, for the production-ready product; on time and target.
- Responsible for innovative feature sets, material exploration, patents, and molded parts for sewn goods, including thermal and compression molding.

Product Designer, Lowepro, 1/06 – 10/07

Responsible for every aspect of the design and development of protective bags for Outdoor, Photo Specialty, and mass channels, within strict timelines and firm FOB pricing. Projects included Fastpack, top selling camera backpack for five years worldwide, it is still a part of their core offering.

Designer & Development Manager, Swing Ltd. 11/02 – 1/06

Designed and developed concepts for soft and hard goods inline and private labels. Overseas communication, product prototypes, presentations, product photography, tech packages, and revisions. Responsible for product on time and on target. Customers included: Crate & Barrel, CB2, TJ Max, Bed Bath & Beyond

EDUCATION

BFA, Industrial Design - Rhode Island School of Design, 1996 - 2000

MS, Integrated Business, Design, and Technology – USC, Iovine & Young Academy, 2018-2020

Certificate, Human-Computer Interaction – Nielson Norman Group, 2019

SKILLS

- Create and drive future vision, provide feedback to the design team
- Omnichannel consistency, UX best practices, design system adherence, and communication at every level of the organization
- Ability to identify dependencies, success metrics, and business OKRs
- Partnership with researchers to select appropriate methodologies, plan, conduct interviews, facilitate workshops, synthesize data, and present insights and findings.
- Sketching, ideation, brainstorming, storyboarding, wireframing, UX research planning, experience mapping, usability testing, prototyping

RECOGNITIONS

- **Fast.Co.design Innovation By Design Awards** - 2017 Winner General Excellence Award For Nike Pro Hijab

- **Time Magazine 25 Best Inventions** - 2017 Nike Pro Hijab, A Hijab That Empowers Muslim Athletes
- **Fast.Co.design Article - 2017 The Most Important Design Of 2017**, Nike Pro Hijab
- **CNN Sports Article** - 2016 Us Open 2016: Serena Williams Dons 'Wonder Woman' Sleeves to Beat Record
- **The Wall Street Journal Article** - 2014 How Odell Beckham Jr. Made That Catch