



Nicole Bradley

Design Portfolio

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Work Experience

Eagle Industries (Vista Outdoor)

Industrial Designer
January 2022 - February 2024

Tenba (MAC Group)

Camera Bag Designer/Interim Design Director
September 2019 - December 2021

Goodbaby International/Evenflo

Fashion/Soft Goods Designer
January 2017 - July 2019

Freelance Designer

June 2016 - December 2016

4Moms

Soft Goods Designer
November 2015 - June 2016

Group III International Intern

Backpack and Luggage Design Team
Fall 2014

Fossil Intern

Handbag Designer - Women’s Outlet Leather Team
Winter 2014

ACCO Brands/MeadWestvaco Intern

Five Star®/Mead New Product Development Team
Winter 2012, Summer 2013

Rapid Prototyping Center, DAAP Intern

Lab Assistant—CNC Machinist and Programmer
Spring 2012

Contact Information

(978) 877 - 6480
NicoleLBradley@gmail.com

↖ don't forget the L

Skills

Programs:

Mac and PC OS
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Optitex PDS
Optitex Marker
Fusion 360
Solidworks
Alias Autodesk Automotive
AX (PLM system)

Model Making:

Sewing
CNC Machining (Bridgeport)
3D Printing
Metal Turning
Woodworking

Experience:

Spec and Technical Packets
Sewing Instructions for Factories
Product Construction Review
Sample/MAS Review
Trend Forecasting / Market Research
Pattern Drafting/Editing (Digital & Manual)
CAD Drawings/Editing
Repeating Prints (Designing & Approving)
Lab Dip/Color Review (Fabrics & Plastics)
Creating BOMs
Creating and Managing Samples
Gerber Cutting
Industrial Sewing Machine Use
Managing Sampling Department
Managing Vendors/Freelancers
Domestic and Oversea Factories

Education

University of Cincinnati

Industrial Design: Product Design

Elise L. Sambur Memorial Merit Scholarship
for excellence in Industrial Design 2014
“Dean’s List” All term
GPA 3.78

Other Interests

Crafting, Video Games, Weight Lifting, Baking, Hiking, Photography
& Learning New Things

References upon request

Tenba Work

I worked on many **design refresh projects** including the Tools, BYOB (Bring Your Own Bag), Axis v2, and Fulton v2 Collections. I researched customer feedback, added new design features, updated the fabric and color, and sampled in China. I was in charge of creating a scaled down unified fabric list to **reduce excess inventory** and scrap costs in the factory. As well as

improving color matching between fabrics with new **lab dips**. I helped to **rebrand** by updating aesthetics and standards on all new bags/packaging. I was **Interim Design Director** while the Design Director was on maternity leave. This included working to launch two new project collections, lead design meetings with our factory in China, and communicate with all outside vendors.



BYOB/Tools Collections

Fashion Refresh and Feature Update



Axis v2 Collection

Fashion Refresh and Feature Update

- Objectives:
- Research & Fix User Complaints
 - Add Laptop Pocket
 - Update Branding
 - Maintain/Reduce Cost



Goodbaby Int. Work

I was the **lead designer** for the home category which included carriers, bouncers, playpens, and Exersaucers.

I created many **fashion refreshes for existing high volume products** including the Seaside Splash - a category best seller and a **multi-million dollar SKU at Walmart**. This included market research, creating a new color pallet, designing

repeat print patterns, and lab dips across materials (fabrics and plastics). I worked on **MAS Reviews** and communicating notes to the factory for any pre-production changes and/or sample approval. I also **managed freelancers** for the fashion department including their workload and coordinating receipt of goods with payroll.





MegaSplash Refresh

Multimillion Dollar SKU at Walmart

Objectives:

Refresh 10+ year old design

No new tooling

Design new print for seat

Must test well in market research

Must fit with newer line of products:



Old Colorway



Gleeful Sea

Tiny Tropics

Woodland Wonders



Fashion Refresh



4Moms Work

I worked on **multiple different projects**, all at different stages of completion. I took my main project (unannounced product “A”) from the first soft goods pattern set, focusing on the **fit to hard goods** and **seam placement/design**. A second project I started with **previously created softgoods** and completely reworked them. Changes made were based on new hard goods

and an improved overall design vision. For the third project I worked on **major pattern changes** to multiple sub-assemblies through production start pattern sets. I was able to take previously designed patterns that failed testing and fix them to pass without issue. I also participated in **infant/child fit testing** and provided soft goods and general design feedback and improvements.





Self-Installing Infant Car Seat



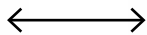
- Head Pad and Middle Back - Tailoring
Fix attachment - previously failed testing
- Infant Insert - Full Rebuild
(needed for infants under 8 lbs)
used data gathered from NICU fit testing
- Main Seat - Tailoring
ALOK rework
belt guide covers
belt pockets
front fit and wrap around
back fit and wrap around
clean seam transition by canopy hub



Moxi Stroller



Bassinet Mode



Toddler Seat Mode



- Dash Bag - Full Rebuild
- Fix attachment - previously falling off
- Fix overall shape aesthetic

- Padded Insert - Full Rebuild
- Improve comfort - with focus at hip area
- Fix overall shape aesthetic

Fossil Work

While an intern at Fossil in the Women's Outlet Leather department, I worked on two completely new lines. My main project (The Ivy Collection) has **four silhouettes** (tote, duffle, crossbody, and hobo) which I researched and **designed from scratch**. Since the collection launch, a fifth silhouette (a backpack) has been developed, based off of my original design

family of form. For the second collection, (The Audri Collection) **I worked with another designer** to develop silhouettes to complement the graphic elements that she created, as well as **creating new graphics elements** myself. For this collection I helped work on **seven** different bag concepts.



*tote not in original colorway



*crossbody not in original colorway

The Ivy Collection



*similar shape to Audri crossbody laser cut pattern design from my artwork



The Audri Collection



Dorm Organization

While working at ACCO Brands, I designed a dorm organizer for the target market of new college students.

This was part of an initiative to **expand the product category** using only **materials/technologies already used** by the business. The new product was also required to **fit on a standard store shelf**.

Additionally, while there is typically standard dorm furniture, there are differences in configuration and size between dorms and colleges.

Because of this, organizational products need to be **adaptable** to work for many people with many different dorm situations.



Research



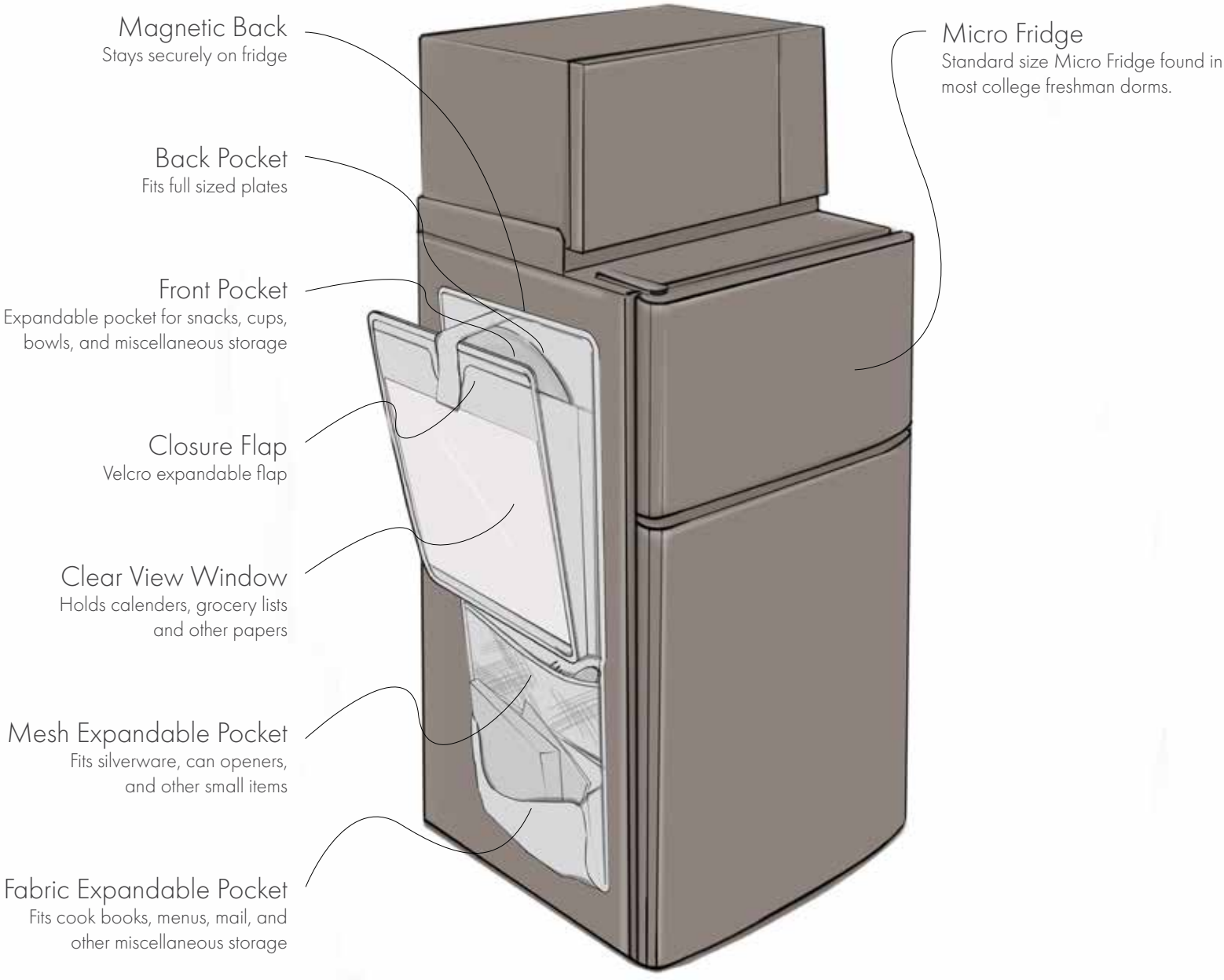
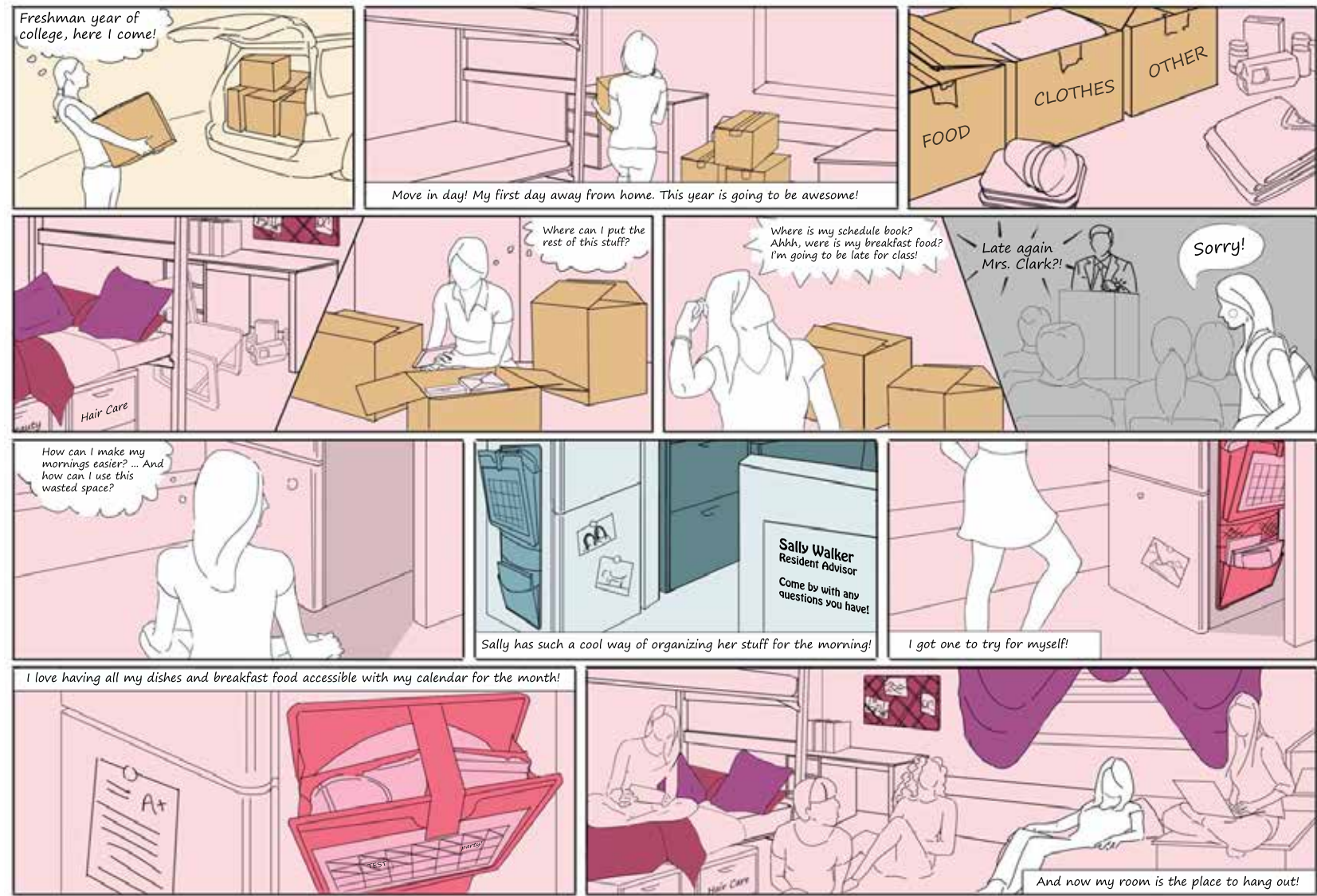
Ali Clark
College Freshman
Age 18

Problem Statement: Create a storage solution for small dorm rooms so that stuff can be accessible, but put away and out of the way.

“My dorm room is so small! I brought all this stuff and have no idea where I am going to put it all. It is really hard to keep everything organized and put away but still able to use it daily.”

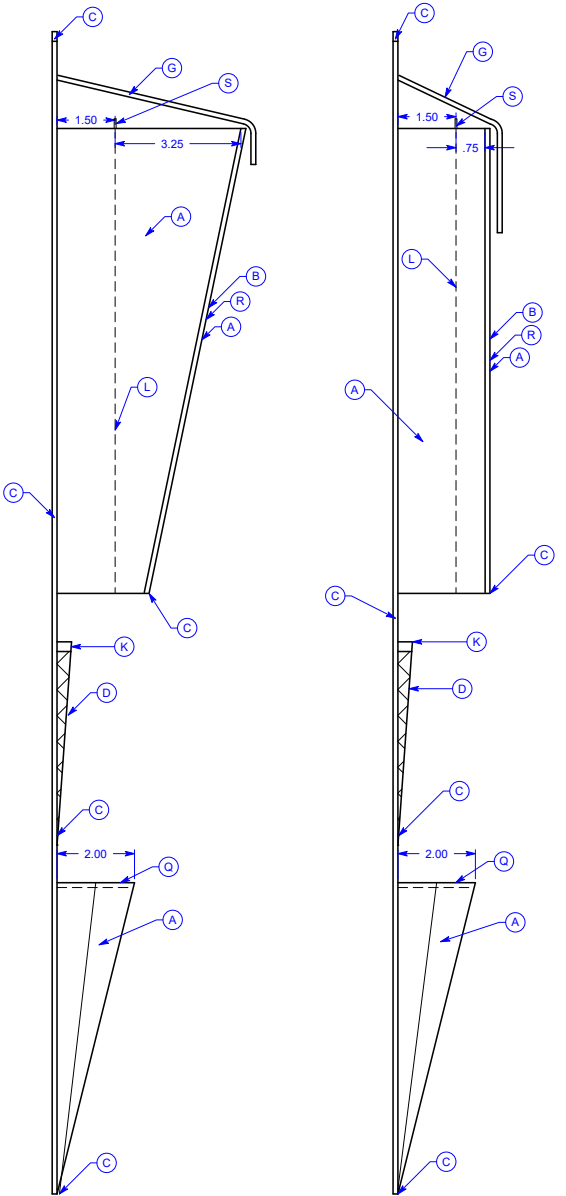
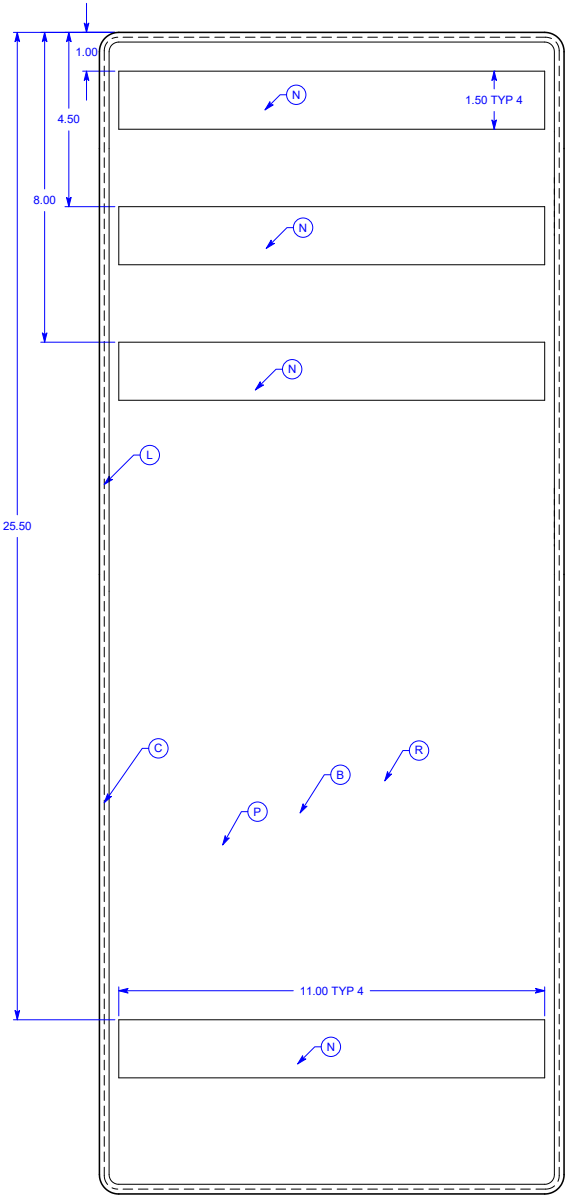
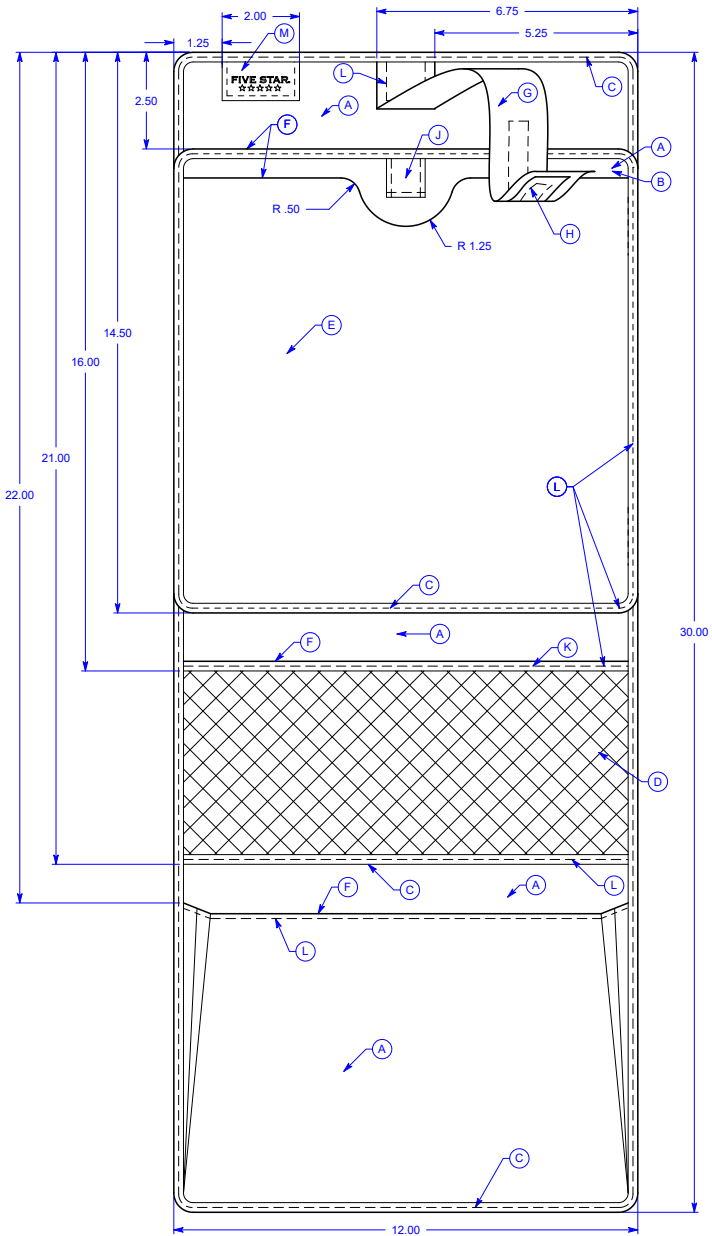
“It is weird having everything in one room. I sleep, study, make food, hang out and store everything in this one room, and I don’t even have the room to myself; I share this small space with my roommate.”

The Dorm Storage Solution



Technical Drawings

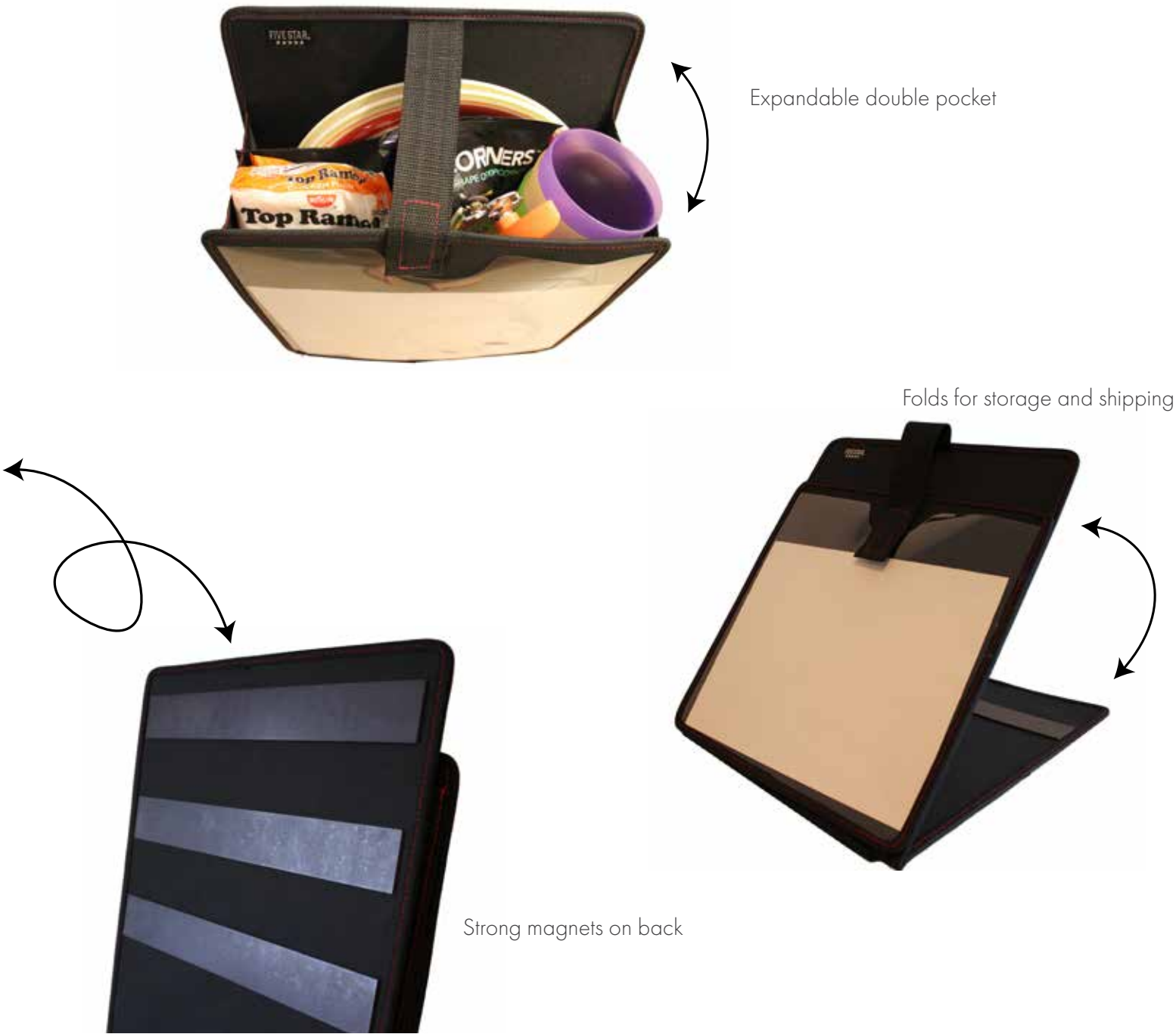
These technical drawings were done in Ashlar Vellum Software. I can also create technical drawings and spec packets in Adobe Illustrator.



First Round Sample

This first round sample was manufactured in China, off of the spec packet sent, including the drawings on the previous page as well as material call outs and other necessary measurements.

Clear view front window

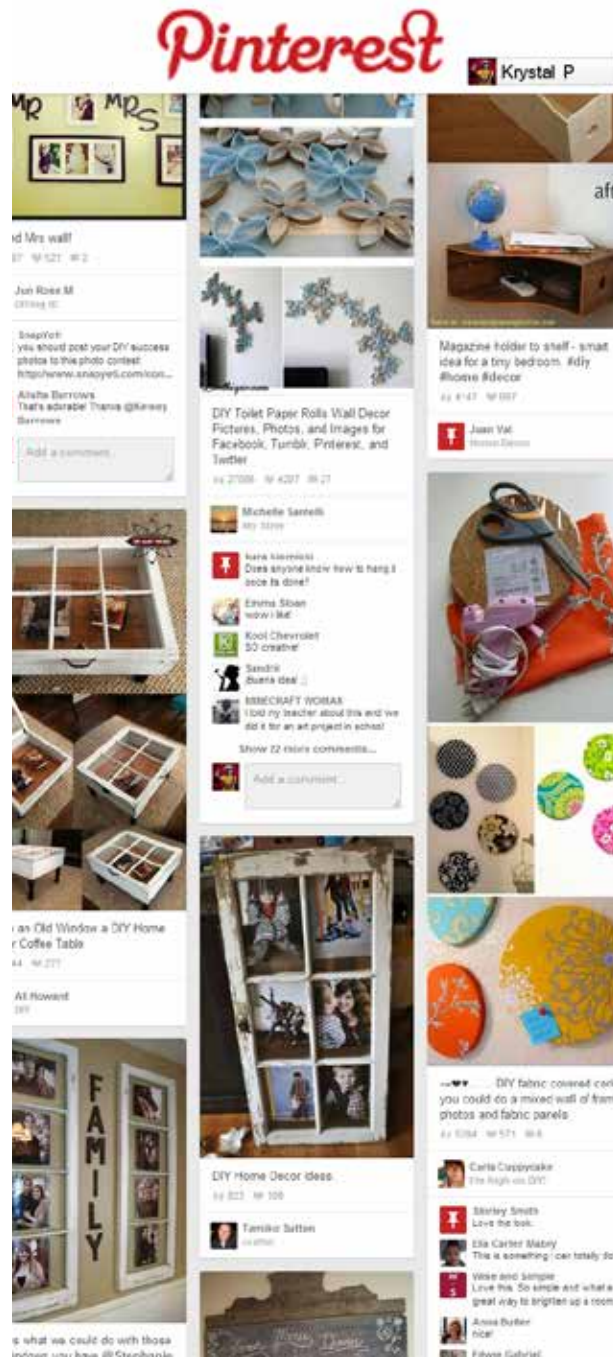


Hot Glue Gun

While most people are familiar with hot glue guns, they are especially common for those within the **crafting community**. It is typical for crafters to use their hot glue gun for **extended periods of time**. Therefore, it is vital to create a glue gun that has a **comfortable handle** and **easy to use trigger**.

Additionally, it can be incredibly difficult to determine **when is it up to temperature**. Many users test if the glue gun using dangerous practices, like touching the metal tip with their fingers or trying to force glue out the tip before it is fully heated. This is a major **safety** concern as the glue gun tip and glue itself can get up to incredibly high temperatures.





Problem Statement: Create a hot glue gun for the advanced and avid crafter, that bridges the gap between craft and industrial grade glue guns, with an emphasis on safety for the user.



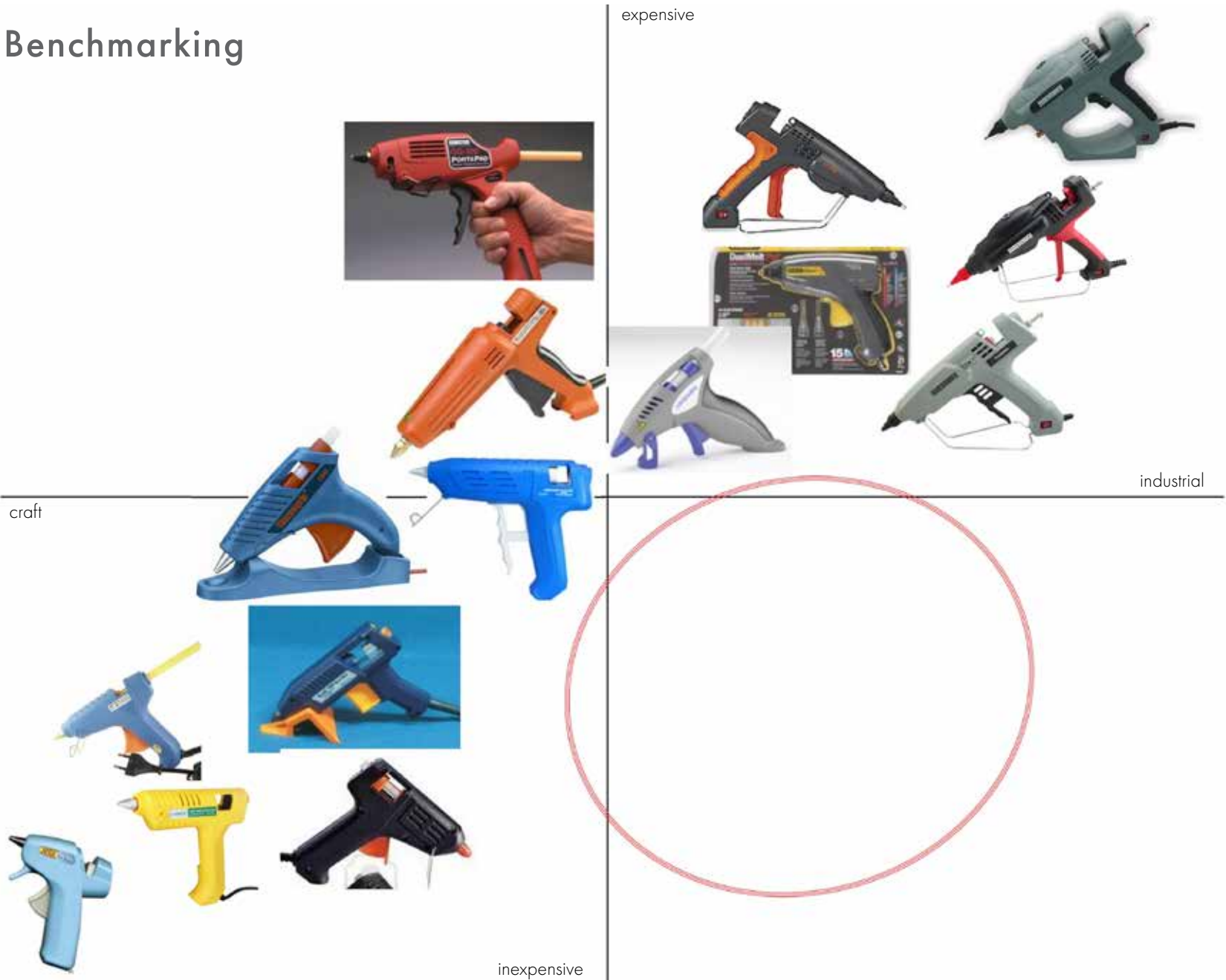
Krystal Peterson
Sales associate/
Age 33

"Why spend the money buying something, when you can make it and customize it yourself?"

"I would definitely say I am a avid DIY-er. I am always on Pinterest on the hunt for my next project!"

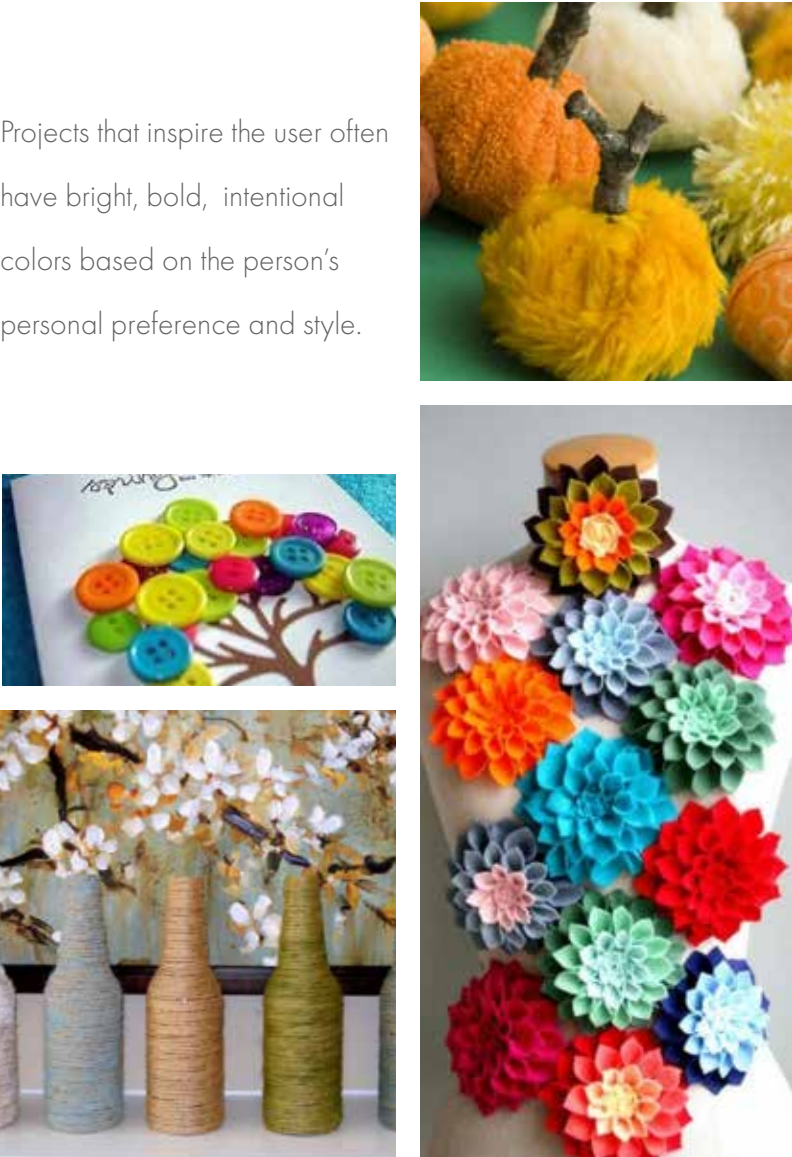


Benchmarking



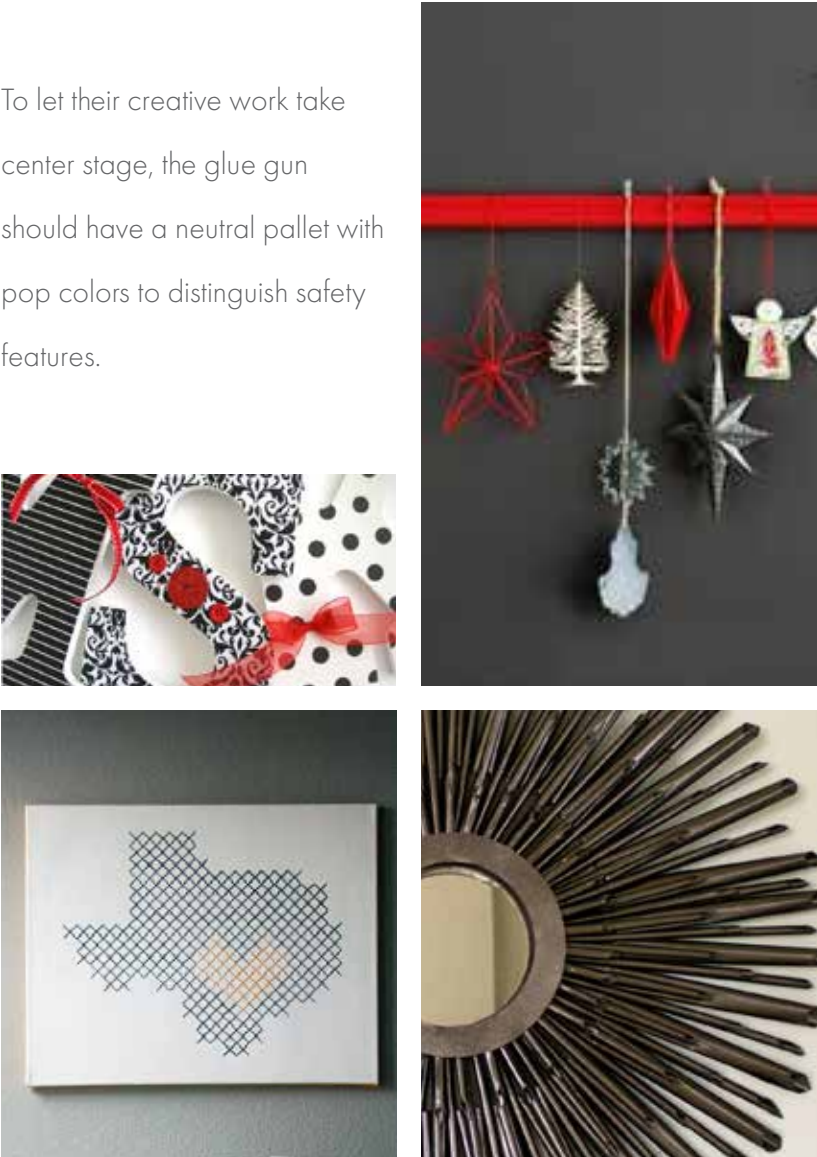
The Crafting World

Projects that inspire the user often have bright, bold, intentional colors based on the person's personal preference and style.



Translation of Color

To let their creative work take center stage, the glue gun should have a neutral pallet with pop colors to distinguish safety features.



The Problems



How do you turn this on?



How does the stand work?



Is it hot yet?



When is it ready to use?



Awkward grip

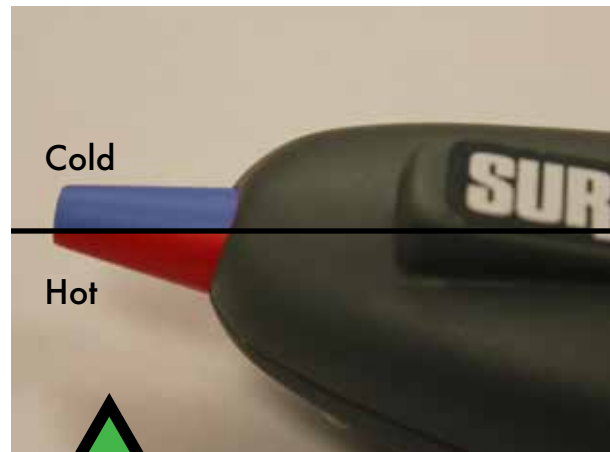
The Solutions



Easy to turn on



Fall proof side stand



Easy to see when hot



Displays when up to temp



Comfortable grip



The Final Model



Magic: The Gathering Backpacks

Magic: The Gathering is a **trading card game** owned by Hasbro Games. As a trading card game, people are constantly buying new cards. While cards can be very cheap, they can also be **very expensive**. People look to **protect their cards** from damage, however there is currently **little on the market** for a specialty bag.

This line of specialty bags that have a **sleek gaming design**, that is **discrete**. By creating **two bags**, it gives people the option to choose the bag that best **fits their specific needs**. One bag is for competitive players and one for social players. Their different needs are accommodated through the **different functionality** of the two bags.



What is Magic: The Gathering?



A collectible card game/trading card game based on strategy, skill, and luck.



Played in tournaments/competitively and casually.

“Easy to learn, difficult to play, impossible to master” -Steve Guillerm



“‘Magic’ [The Gathering] now has **12 million***
active players globally”

-Yannick LeJacq NBC News

*As of 2015



Problem Statement

Create a pair of bags designed for Magic: The Gathering players.

Must Haves:



Anti-theft features



Easy organization and access for the players



Options for both 'social' players and 'competitive' players

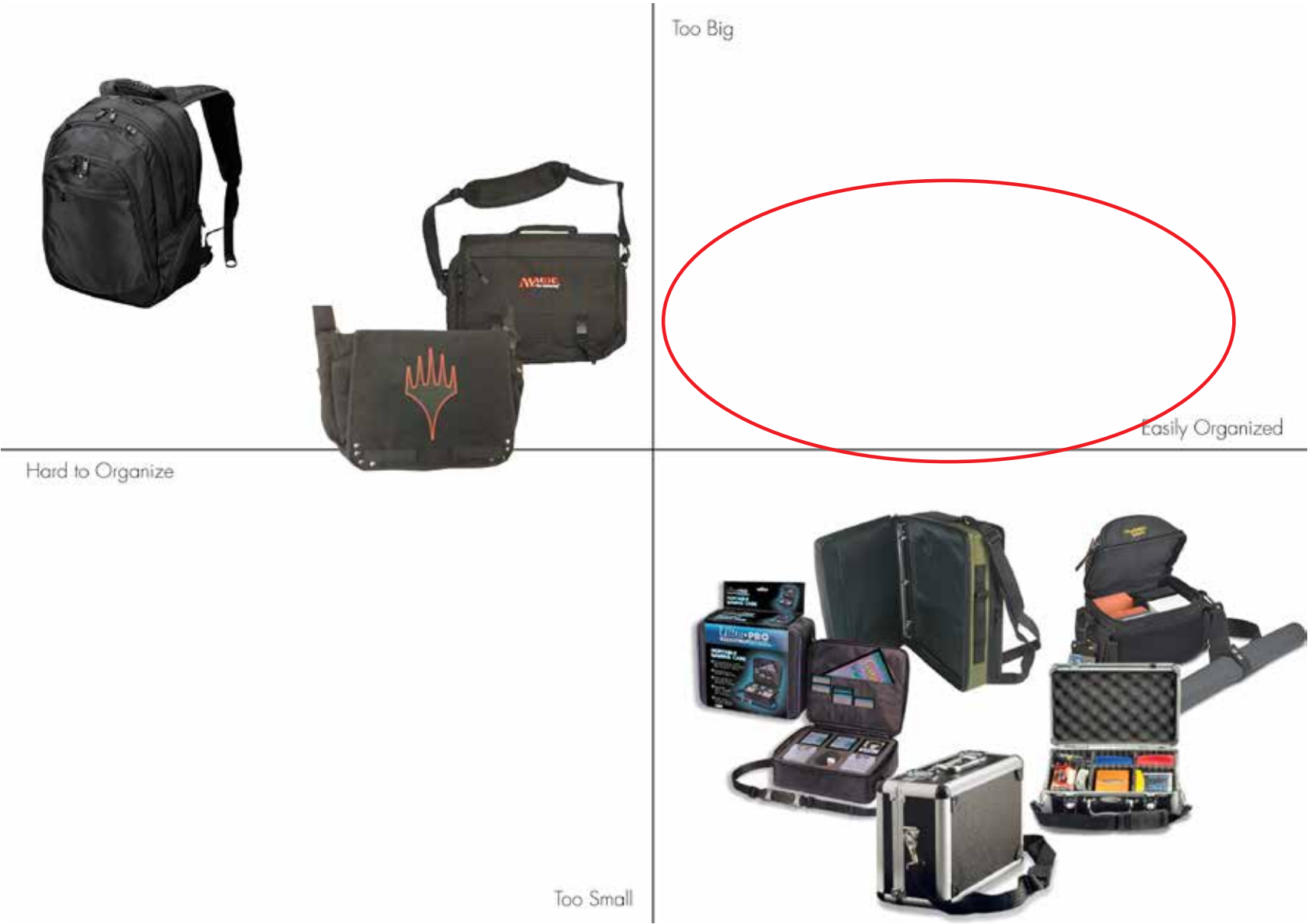


Protection for cards and supplies from damage



An elevated gaming aesthetic

Benchmarking Minimal Options On the Market



How to Define the Line

Types of Players

Differences enough to create two
strong bags

Explored option of third category
Could invalidate other categories



Competitive

Social

Competitive Players



Play MTG to WIN



Carry Few Decks

+

Only Essentials



Social Players



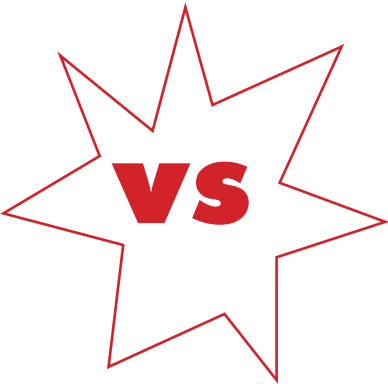
Play MTG to SOCIALIZE



Carry More Decks

+

Extra Personal Items





Martin O'Neill

Competitive Player

Age: 28

Occupation: Engineering Technician

Marital Status: Single

- Participates in MTG events weekly
- Travels to big MTG events far away
- Follows professional players and blogs
- MTG is main use of spare time
- Always ahead of the new play sets coming out
- Play decks that are the strongest for the format
- Only purchase cards they need for their decks
- PLAY TO WIN
- In longer events; will play while winning, but if losing will drop to enter a new (side) event
- Aspiring professional player (get paid to attend events and play)

Aaron Mayes

Social Player

Age: 41

Occupation: Marketing

Marital Status: Married with kids

- Plays Magic with friends locally
- Goes to big MTG events if they are local
- Only follows some players that they like
- Has phases of involvement (more/less time flux)
- Plays only the sets that they enjoy
- Play decks that they enjoy (theme decks)
- Purchase cards they want even if not for a deck (cool art or ability)
- PLAY FOR ENJOYMENT/FUN
- In longer events; will continue to play even if losing to enjoy playing the event
- Will "throw together" a deck in a format to play competitively at an event (not a planned deck)



Competitive Players

What They Carry

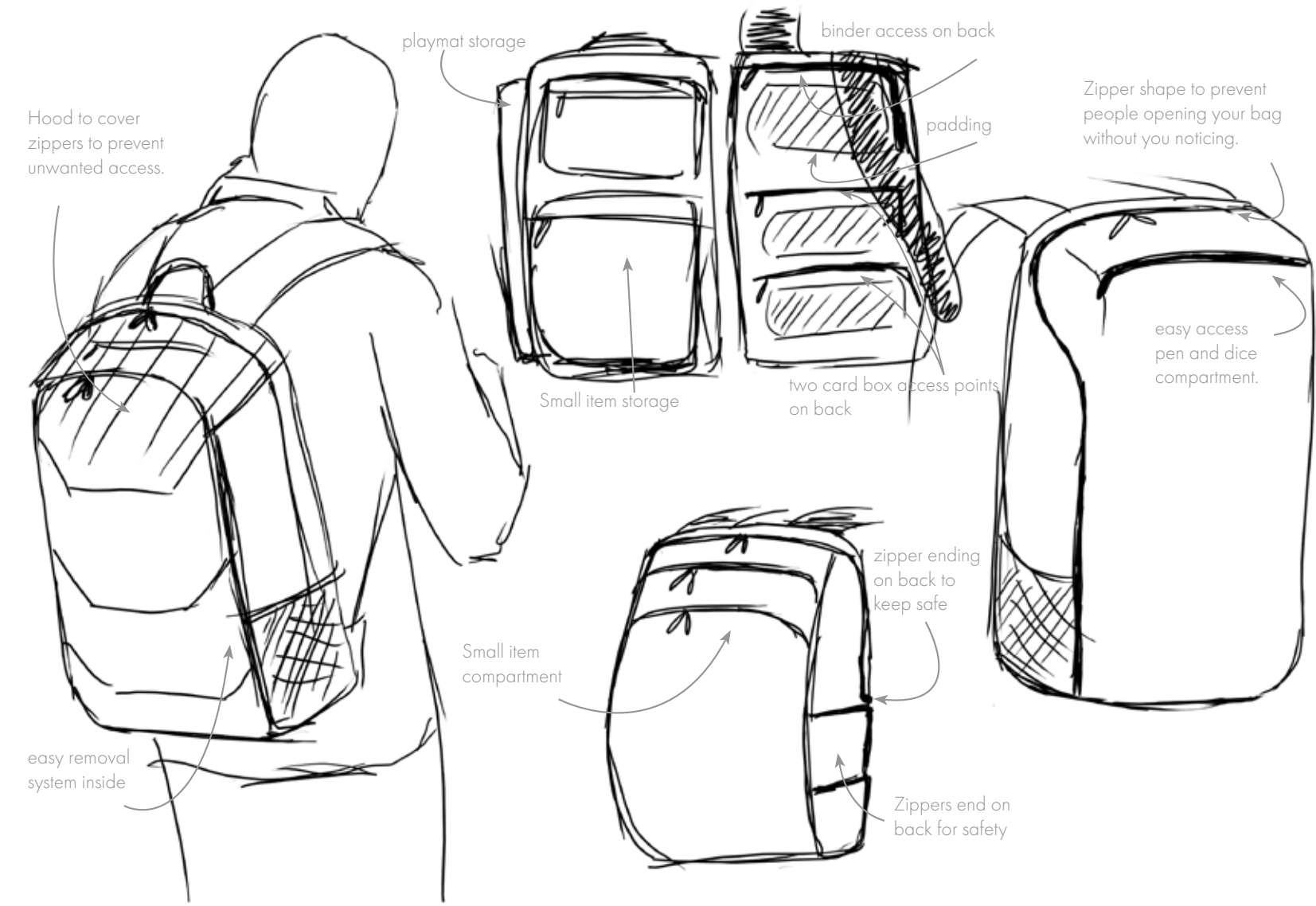


Social Players

What They Carry



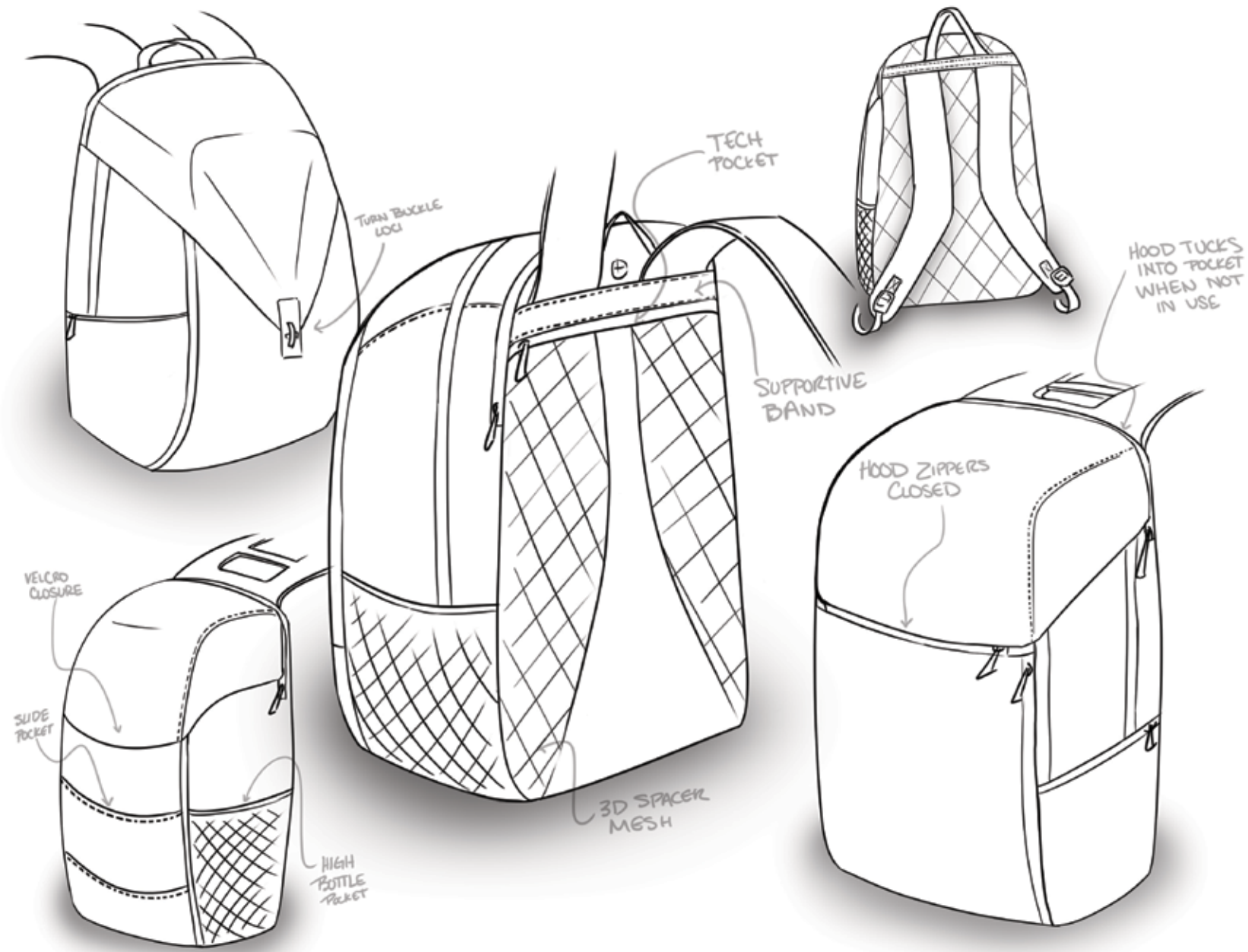
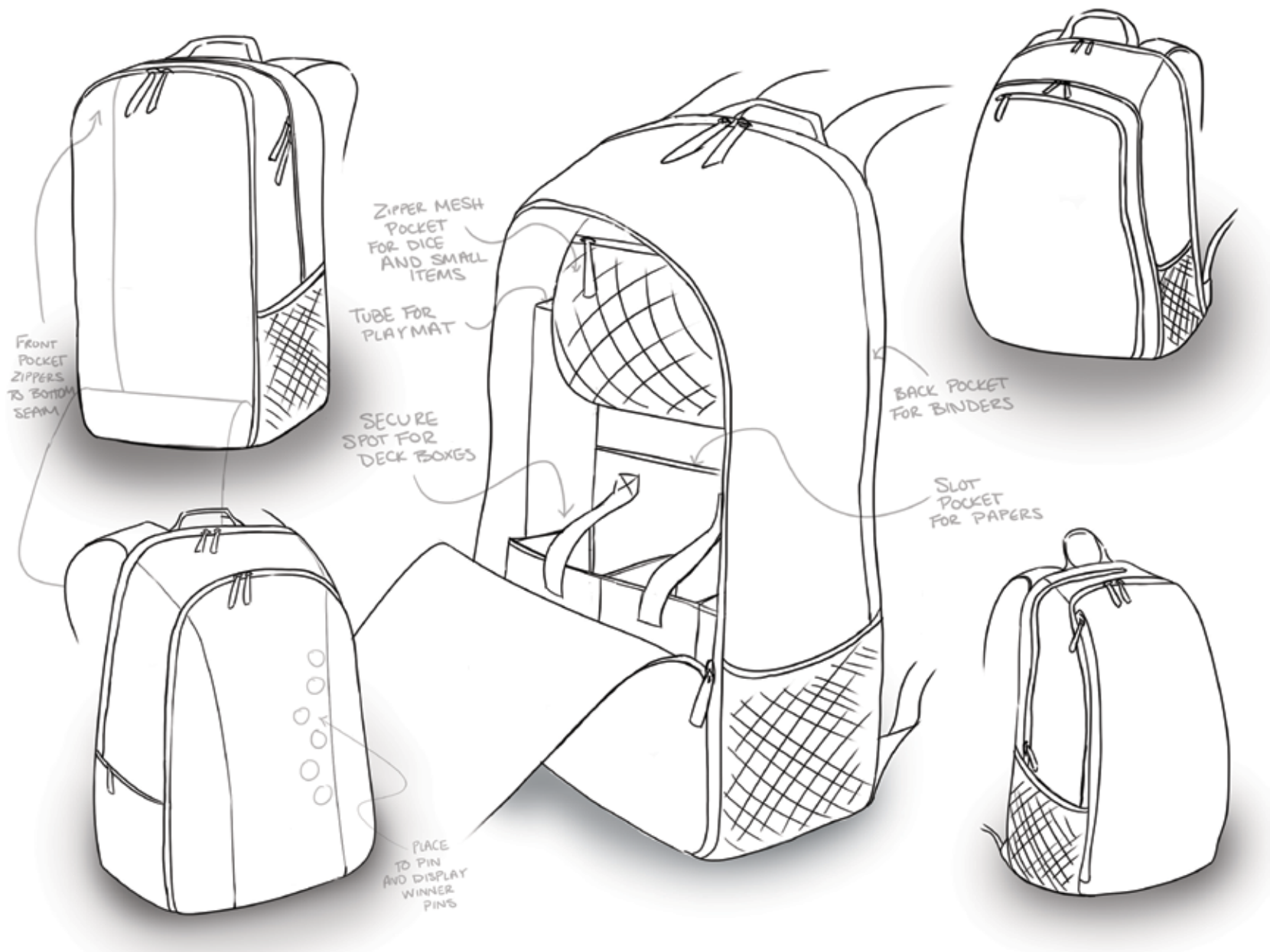
Competitive Backpack

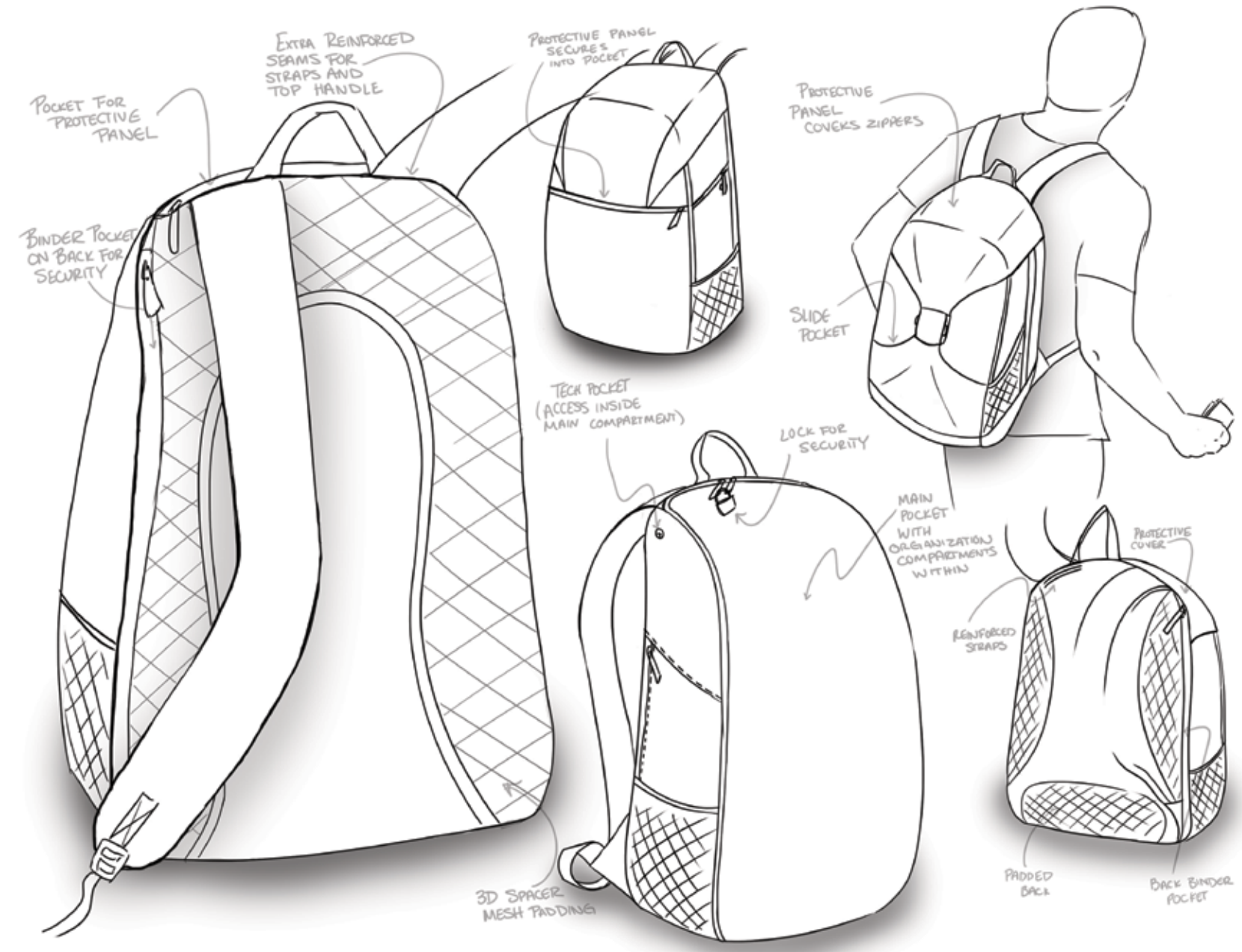
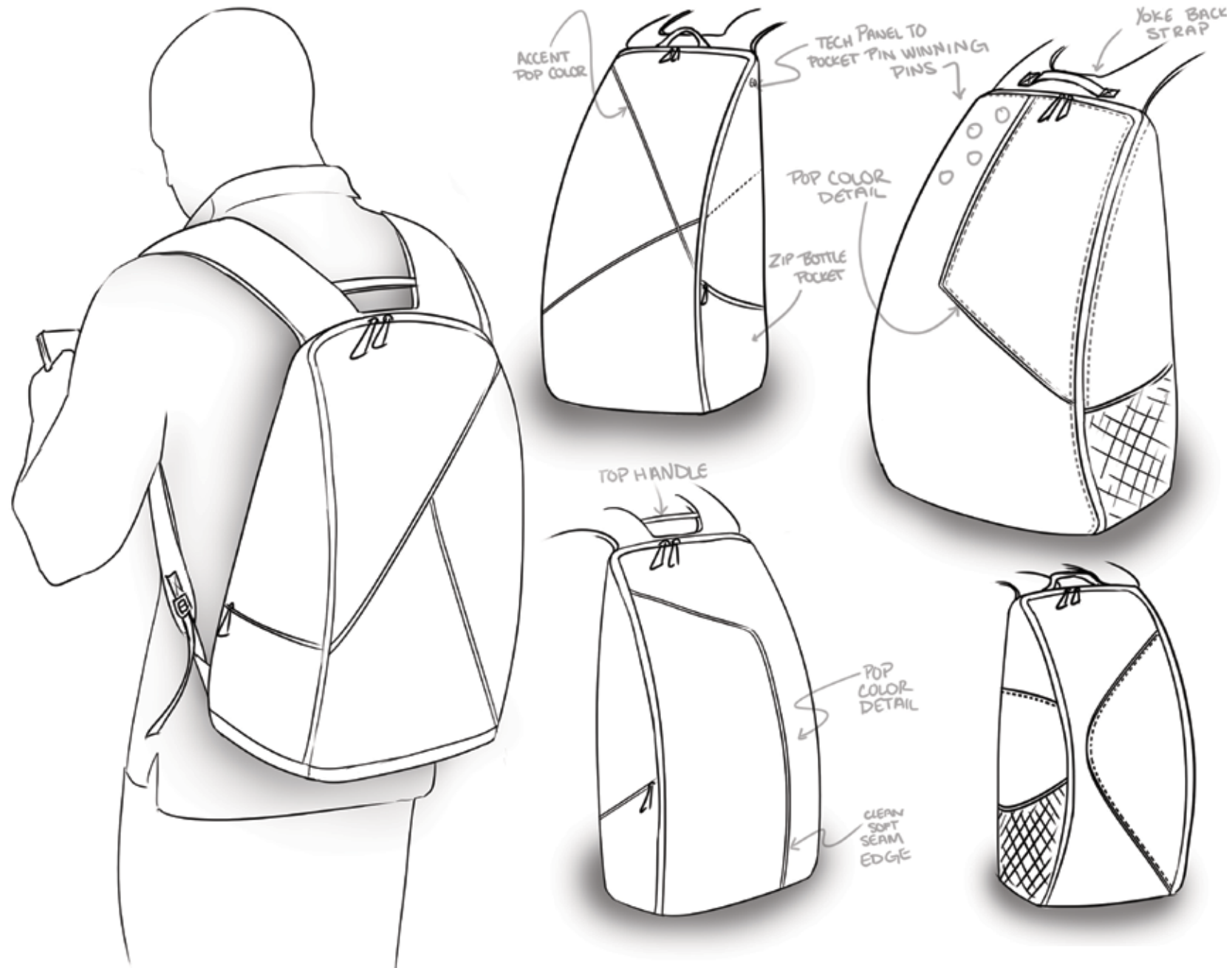


Social Backpack



Refinement





Validation Feedback and Favorites



Competitive Backpack



Social Backpack

Overall Improvements

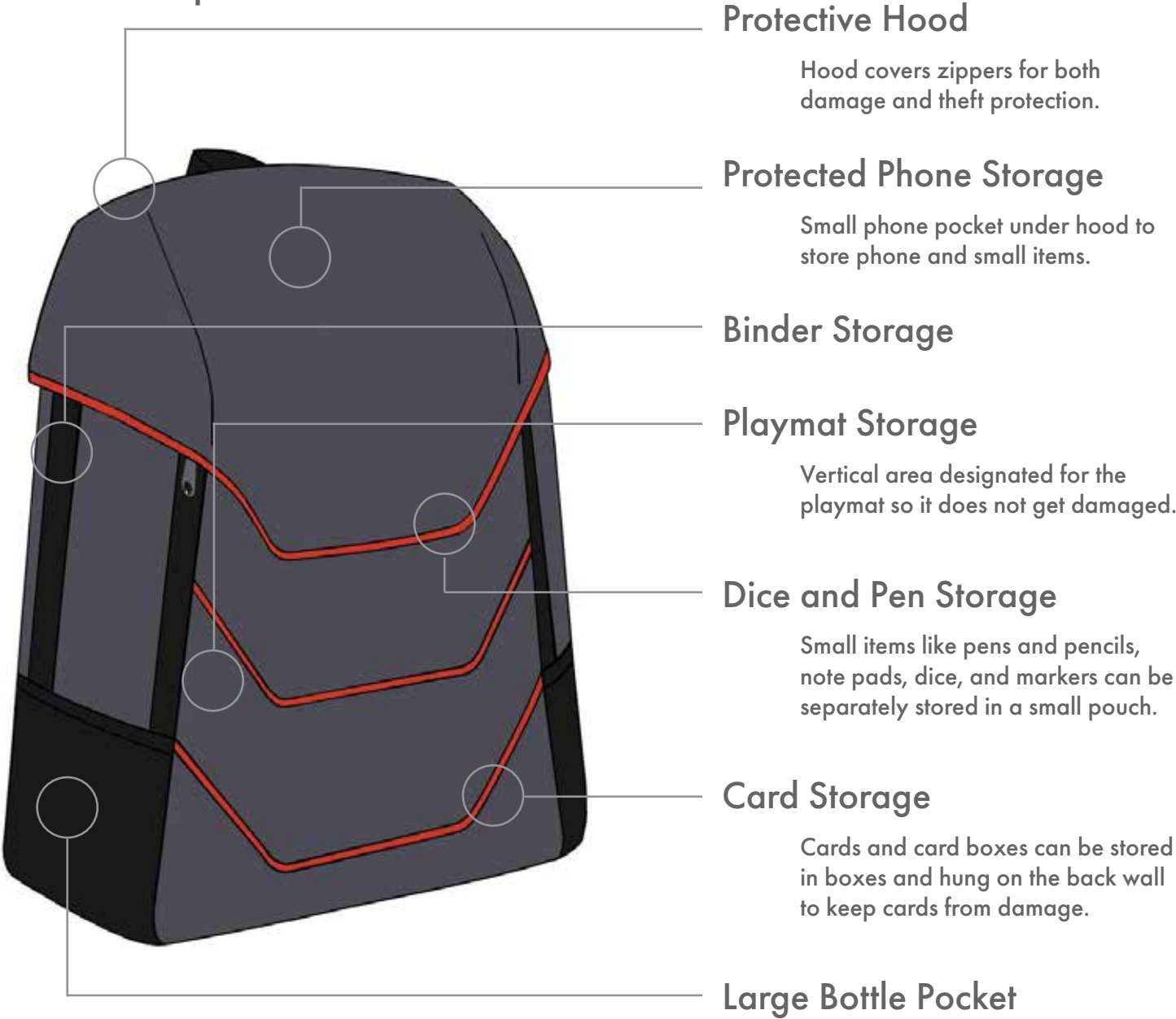
- While versatility of use is nice, overall MTG storage should be focus.
- Social games have bigger decks — card slots need to be large enough to accommodate that.
- Messengers are not practical.

Overall Likes

- Safety features on the competitive backpacks.
- Card Storage and ability to keep the decks separate and organized without having to dig through the bag.
- Aesthetic of the line and bags.



Competitive Backpack



Social Backpack



Competitive Bag



Binder Storage

Phone Storage

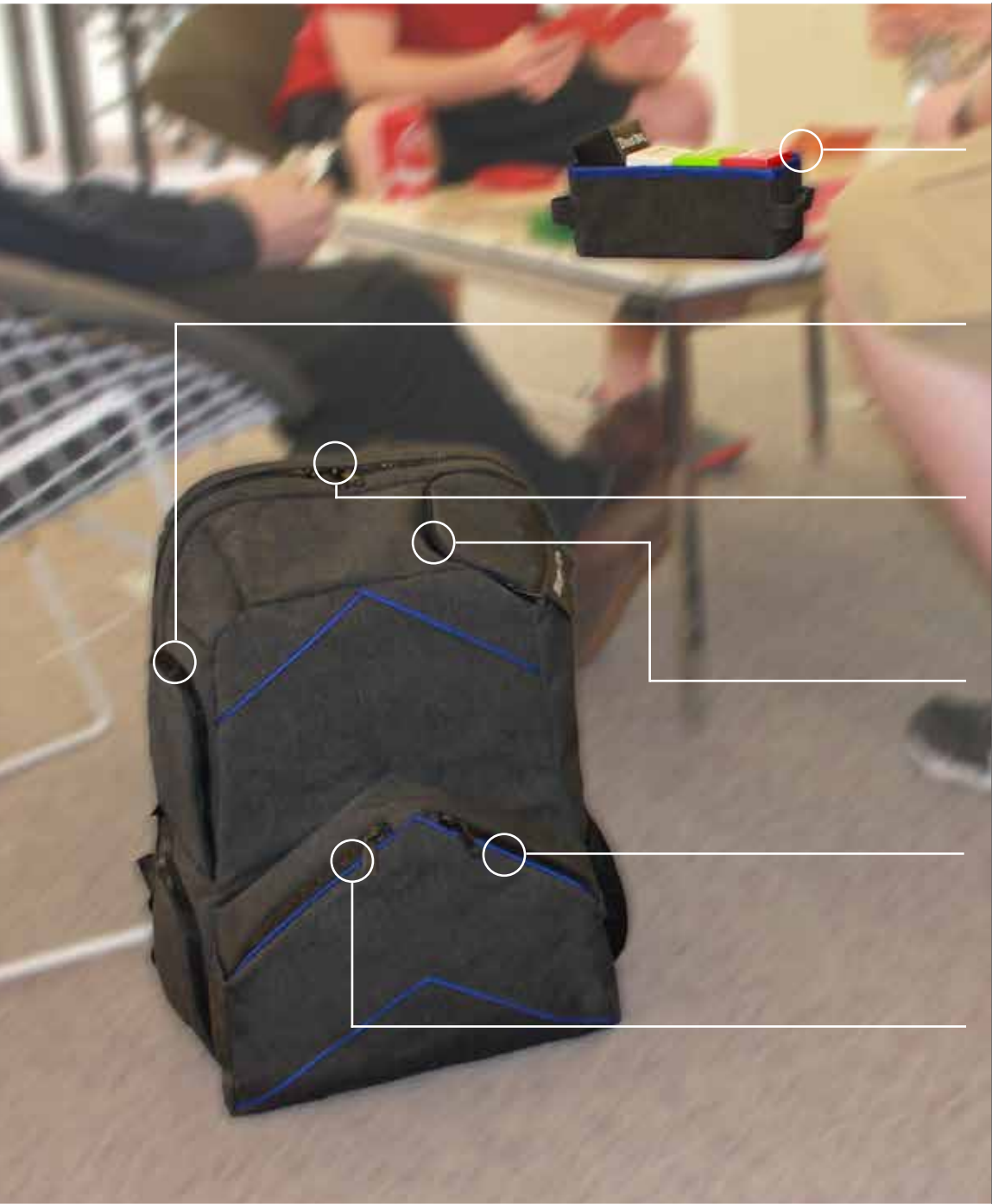
Protective Hood

Dice/Pen Storage

Card Storage

Playmat Storage

Social Bag



- Card Storage Box
- Card Storage Pockets
- Binder Storage
- Playmat Storage
- Phone/Small Storage
- Dice/Pen Storage



Thank You

Nicole L Bradley

NicoleLBradley@gmail.com

(978) 877 - 6480