



reddot award 2018  
winner



# Mark Thibadeau

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## Summary

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A product design leader, Industrial Designer and professional, highly experienced in organic product design, design management and creative direction. Looking for new opportunities to apply Industrial Design and Design thinking in product strategy, corporate strategy, or creative direction

## Skills

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- **Creative Direction:** consistently leading product teams to award winning product. Institutionalizing product and brand direction to keep consistency among multinational teams of designers, developers and engineers
- **Inspiring** and coaxing great work out of design staff!
- **Fostering leadership** in team members- creating opportunities for employees and mitigating personnel risk for the company.
- **Management** of people, process, and department- Including annual budgets and project load.
- **Problem Research** to understand consumer journeys, product shortcomings and compensatory behavior.
- **Brainstorming methods**, including problem framing, idea generation and filtering/implementation.
- **Multi-national relationship management | Vendor communication:** Understanding the cultural and business differences required to maintain successful ongoing relationships, creating a team atmosphere to inspire the best work from all product stakeholders.
- **Design,** Digital and Hand sketching and rendering, Pattern making and sewing prototypes, as well as prototyping in paper, metal, wood, foam, fabrics and plastics.
- Wide knowledge and experience in of a variety of manufacturing processes: injection molding, metal forming, sewing, laminations and gluing.
- Excellent Written, Visual, and Verbal Communication.
- Software: Adobe CC, Autodesk Software (AutoCAD and Sketchbook Pro/Designer), Microsoft office (pc/mac), functional in Fusion 360 and Solidworks

## Experience

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### **THULE Thule Organization Solutions ([www.thule.com](http://www.thule.com))**

#### ***Design Director, 2016- Present | Lead Technical Pack Designer, 2014-16***

- Responsible for the design direction for the entire Thule sewn portfolio, including Luggage, Packs, Thule branded CE channels/product, Back to Campus product, OE/B2B product and the Case Logic Brand.
- Directed design of 40-60 active design projects/year resulting in 90+ new SKUs (including product refreshes, color updates, line extensions, and organic design). Managing a team of 6 designers + interns and external design consultants as needed.
- Aligned Thule's portfolio of Luggage, Active, and Everyday bags with our extensive line of bike and cargo racks.
- Developed and standardized design work flow processes with multi-national stakeholders, including in-house and outside engineering, design, product management and development resources.
- Established and institutionalized creative direction of Thule's initiative into outdoor backpacks and travel gear, including sewn projects for outdoor, bike, ski categories.
- Established the creative direction of Thule's resurgence in the luggage market. Rolling year sales for the first launch > 4 million USD.
- Co-authored the Thule Design Manual, a comprehensive outline of Thule's design approach, to ensure continuity of product intent, design language and consumer experience from car racks and strollers to luggage and packs.
- Authored sewing and quality standards needed for technical outdoor product.
- Along with Product Management and Product Development, Managed complex launch timelines across Bike, Ski, Outdoor, CE and Luggage product categories.
- A 'working manager'—Actively designing new organic projects in addition to management responsibilities.
- Facilitated strategic brainstorming sessions for overall product strategy, both with consumer groups and sponsored athletes (Thule Crew)

#### ***Lead Technical Pack Designer***

- Led the creative direction, design and early development of Thule's initiative into the technical outdoor backpack market.
- As lead designer for technical packs, managed and worked with external engineering and design resources to bring blue sky ideas to fruition at profitable margins.
- Worked closely with Thule's global group of athletes, engineers, product managers and developers to bring function driven designs to market

## Experience (continued)

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### **Gregory Mountain Products (www.gregorypacks.com)**

#### **Senior Designer (Designer III) | Prototype Lab Manager, 2004-2014**

- Products created by my team won two 'Gear of the Year' awards from Outside Magazine, an Alpinist Mountain Standards award, and an Editor's Choice Gold award from Backpacking magazine for continued innovation (I acted in the role of lead designer for all of these projects).
- Created and maintained standards for fit. Gregory was renowned in the backpack market for having incredibly comfortable packs, I quantified and implemented a system for maintaining that reputation, still in place today.
- Maintained a high-functioning prototype lab and team (2-direct reports). Gregory's prototype lab was capable of building finished and testable prototypes, delivering complete pattern sets and tooling drawings to vendors.
- Worked with constantly emerging technology to ensure the highest level of quality and innovation with each new product launch

#### **Black Thread Creative**

##### **Principal, Owner, 2015- Present**

- Consulting side projects in non-competing industries.

## Education

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**Georgia Tech**, Bachelor's of Science in Industrial Design, 2004, Magna Cum Laude

**\*\*References Available upon request\*\***

## *Awards and Acknowledgements*

### ***Red Dot Design Award, 2018***

-Thule Vital, Bike Hydration Pack.

### ***IF Design Award, 2017***

-Thule Subterra, Carry-On Luggage

### ***Outside Magazine Gear of the Year, 2015***

-Gregory Baltoro

### ***Backpacker Magazine, Editor's Choice Gold 2015***

-Gregory Baltoro

-Gold award for continued innovation

### ***Outside Magazine Gear of the Year, 2013***

-Gregory Border 35 Travel Pack

### ***Backpacker Magazine Gear Guide, "Best All-Around "***

-Gregory Z55, 2010.

### ***Alpinist Magazine Mountain Standards Award, 2008***

-Gregory Z30