

George Campbell

Contact

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Palo Alto, CA

Proven, respected **Leader, Entrepreneur and Industrial Designer** with over 20 years of experience creating innovative, user-centered consumer products and bringing them to market efficiently and quickly, at scale.

Strengths

- Team builder, motivator, mentor
- Collaborator across disciplines
- Connector of people and ideas
- Creator and manager of processes
- Strategic business developer
- User-centered industrial designer
- Creative problem solver
- Curious, continuous learner
- Honest, kind, with integrity

Education

- B.S. Industrial Design / 1998
Georgia Institute of Technology
- Industrial Design / 1996
Helsinki University of Art and Design

Personal

Happily married, with 3 amazing kids
Scoutmaster, Troop 57 / 2013 - Now
Eagle Scout / 1992

I enjoy family, friends and community;
camping, cycling and exploring nature;
traveling and learning about cultures;
reading sci-fi, design and business

EXPERIENCE

AEROPRESS / 2018 – Now Director of Product Design and Development

- created next-generation AeroPress coffee makers and accessories for 2019 launch
- lead industrial design, engineering, and manufacturing selection

GRIFFIN TECHNOLOGY / 2006 - 2016

Director of Industrial Design

- built and led multi-disciplinary teams developing award-winning products
- hired, managed and mentored the industrial design team
- directed the visual brand language of 1000s of Griffin SKUs in both consumer and enterprise markets
- bridged communication between ID, engineering, marketing and manufacturing
- initiated new ideas for products, product line extensions, and new markets
- established reputation for on-time and on-budget projects
- streamlined concept-to-peg processes to maximize the ROI of corporate R&D
- communicated design intent to management, retail buyers, and factory liaisons
- deep experience developing consumer electronics, mobile cases and soft goods

Design. Strategy. Development.

- sought out and cultivated new business partnerships to increase the speed of development and deliver increased revenue for various programs
- collaborated with senior management on existing and exploratory business models using the Business Model Canvas framework to increase revenue and profit
- found and vetted manufacturing vendors based on design and quality requirements

Product Line Manager, Mobile Device Cases

- propelled the Griffin brand in cases from zero to #3 in market share in 5 years
- increased revenue over 300% by implementing a design-driven product strategy
- led the development of product roadmaps based on seasonal fashion+tech trends
- restructured team schedules to stay ahead of rapidly evolving smartphone launches

KEYDESIGN / 2004 – 2006, 2016 – 2018 President, Co-Founder

- provided design, product management and manufacturing advice for startups including wearable technology, medical devices and voice-assistant IoT products
- mentored startup founders on NPI best practices from direct industry experience
- created mobile phone accessory roadmaps for leading brands and Asian OEMs

GRACO / 2002 – 2004 Senior Industrial Designer

- designed juvenile products: strollers, playards and infant seats

CATTAFF ASSOCIATES / 2000 – 2001 Industrial Designer

- designed heart pump, movie film scanning system

BUSSE DESIGN / Germany, 1999 Design Intern

- designed power tools, automotive accessories, laboratory equipment
- developed skills in hand sketching, marker rendering and 3D CAD
- clients include Hilti, Mercedes-Daimler, Deutsche Telekom (T-Mobile)