**Dorothy Chin Gerding**
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**Product Design and Development Leader | Driving Innovation in Consumer Goods**

Designing sustainable, innovative, and market-ready products that inspire and meet evolving consumer demands. Accomplished Product Developer with 10 + years of experience specializing in apparel and consumer product development. Expertise in functional fabrics, licensed goods, and team collaboration. Proficient in managing end-to-end product lifecycles, cost analysis, and offshore vendor collaboration to deliver innovative, market-ready designs. Skilled in leveraging PLM systems, Adobe Illustrator, and market research to develop competitive, consumer-driven product lines.

**Core Competencies**

* Product Design & Development (Apparel, Consumer Products, Hardgoods, Softgoods)
* Project Management & Cross-Functional Collaboration
* Innovation Strategy & Trend Analysis
* Licensing & Branding (e.g. XOXO, Tommy Bahama, Hello Kitty, Disney, Nickelodeon, Universal)
* Cost Analysis, Budget Management & Vendor Collaboration
* Tools: Adobe Creative Suite, PLM Software, Microsoft Office Suite

**Professional Experience**

***Adjunct Faculty, Apparel Product Development***

***Lasell University 2025 - Present***

* Teach development processes covering supply chain management, design calendars, brand differentiation, product distribution, and global production.
* Guide students through technical package creation, trend forecasting, and color management.

***Senior Director of Product Development***

***Goodbaby International, Evenflo Division 2017 - 2024***

* Directed design and development for four key categories: Wheel Goods, Car Seats, Home, and Play.
* Increased annual Car Seat category sales from $142M to $260M through innovative, safety-compliant designs.
* Expanded Wheel Goods category revenue from $12M to $93M by introducing consumer-centric products.
* Secured two patents and earned JPMA awards in 2018 and 2023 for product excellence.
* Conducted market research and trend analysis to align product strategies with consumer demands.

***Design Director***

***Aqua Leisure Industries 2014 - 2017***

* Led design for high-profile licensed lines such as Tommy Bahama, Hello Kitty, Minions, and Nickelodeon brands.
* Revitalized Swim School product line, creating innovative categories that increased market share.
* Secured two patents and implemented a streamlined "concept to completion" process, reducing lead times.
* Developed consumer-centric innovation roadmaps, leading cross-functional teams to integrate new materials, textiles, and performance-based innovations.
* Collaborated on cost negotiations and sourcing strategies to ensure product feasibility and financial viability.
* Created detailed surface patterns and illustrations for product applications using Adobe Illustrator & Photoshop.
* Spearheaded UL testing and certification for baby and kids aquatic safety vests
* Led concept meetings, effectively communicating design ideas and executing market-leading artwork.
* Managed production artwork approvals, ensuring product feasibility and manufacturing consistency.

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***Global Product Designer, Hard Home (Contract)***

***TJX Company 2014 - 2014***

* Designed and launched eco-friendly materials and sustainable products, aligning with consumer-driven trends.
* Partnered with international suppliers to test and validate new manufacturing processes.
* Worked within a high-paced, seasonal cycle, managing tight deadlines and complex product assortments.
* Designed and developed print and pattern collections for home decor and seasonal accessories.
* Researched market trends and consumer preferences, translating insights into compelling visual designs.

**Education**

**BFA, Environmental Design, Fashion Design**
Massachusetts College of Art and Design, Boston, MA

**Certifications and Achievements**

* Patents: Secured four product patents across multiple categories.
* Awards: JPMA Product Excellence Awards (2018, 2023).
* Software Proficiency: Adobe Illustrator, PLM Tools, Microsoft Office Suite.
* Professional Development: Completed courses on Sustainable Design and Market Analytics.

**Additional Skills**

* Data-Driven Decision-Making & Trend Forecasting
* Performance Product Insights & Competitive Research
* Presentation & Public Speaking for Large and Small Audiences
* Product Lifecycle Management
* Hand Sketching & Digital Rendering
* Prototype Development & Production Art
* Surface & Textile Design
* Product Development Collaboration
* Project Management & Multi-Tasking
* Team Collaboration & Communication

**Key Strengths & Contributions**

* Enhanced product appeal by integrating trend-driven color stories and innovative surface designs.
* Effectively managed multiple projects under tight deadlines, maintaining high design quality and accuracy.
* Collaborated with cross-functional teams, ensuring alignment between design, product development, and manufacturing.

References Available upon request.