

FRANCIS STRIETMANN

INDUSTRIAL DESIGNER - FSTRIETMANN.COM

CONTACT

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EDUCATION

**B.A. in Design, minor in
Child Development and
Family Studies**

CA University Long Beach
2017 - 2021
Magna Cum Laude

DESIGN TOOLS

3-D Modeling & Rendering
Sketching
Prototyping
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe XD
Google Workspace
Keyshot
SOLIDWORKS
ZBrush

SKILLS

Creative Problem Solving
Concept Generation
Factory Collaboration
Ideation
Licensed Design
Market Research
Product Development
Sample Review
Specification Sheets
Visual Communication

PROFILE

I love designing toys for pets and children alike, that inspire curiosity, encourage play, and cultivate enriching experiences. As an industrial designer specializing in high-volume products for the children's and pet industries, I combine creative thinking with manufacturing expertise to develop products that are engaging, practical, and retail-ready. After leading design for a high-profile licensed brand, as well as retailers, I've gained a unique perspective on play across categories, bringing fresh market-driven ideas to products that delight users and succeed at scale.

WORK EXPERIENCE

January 2025 - Present

Industrial Designer - Vanderbilt Home Collections

Served as Design Lead for the Angry Birds licensed pet toy collection, leading the development of dog, cat, and bird product lines from concept through production. Directed packaging design, managed licensed approvals, and ensured all products met brand standards and quality expectations throughout the development process. Partnered cross-functionally with sales, sourcing, and manufacturing teams to deliver innovative, market-ready products on schedule. Collaborated with a hybrid global design team and manufacturing partners in China, conducting virtual sample reviews and participating in video conference factory meetings to ensure product quality. Conducted consumer, market, and trend research through retailer visits, buyer meetings, user testing, and industry trade shows, translating insights into commercially successful product concepts. Designed a cat toy set that earned a 4.9 - star customer rating on Costco.com, demonstrating a strong consumer appeal and successful execution.

November 2022 - December 2024

Sales Associate - Relic Vintage

June 2024

Freelance Graphic Designer - Redwood Building Co.

Refined brand identity and designed logos and promotional materials in Adobe Illustrator and InDesign to enhance brand recognition and team unity.

March 2022

Freelance Graphic Designer - Califari

Researched brand motifs, developed hand-sketched logo concepts, and refined final designs in Adobe Illustrator to strengthen brand identity and market appeal.

October 2021 - February 2022

Freelance Graphic Designer - Olimpico Learning

Developed brand identity and promotional graphics using Adobe Illustrator, InDesign, and Photoshop to increase organization visibility and engage students, volunteers, and donors.

PROFESSIONAL ORGANIZATIONS

August 2024 - present

Women In Toys Licensing and Entertainment