

amanda DESTRO PIERSON

SENIOR PRODUCT DEVELOPER & DESIGNER

CONTACT

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CORE SKILLS

- Creativity and Innovation
- Attention to Detail
- Visual Communication
- Cross-Functional Collaboration
- Problem-solving
- Adaptability and Flexibility

INDUSTRY SKILLS

- Product Development
- Graphic Design
- Product Research
- Content Creation
- Program Merchandising
- Project Management
- Prototyping and Testing
- Photo Editing and Manipulation
- Photography

TECHNICAL SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Microsoft suite
- Google Drive suite
- Monday.com

A multi-talented creative professional with 20+ years of experience in all aspects of consumer product design, product development and product management. Adept at spearheading the creation of highly successful product lines across diverse categories, leading cross-functional teams and fostering collaboration with internal and external stakeholders. Now growing my skill set with UX/UI training and ready to utilize my accumulated skills and experience to take on new challenges in a creative capacity.

EXPERIENCE

May 2025 - Present

- FREELANCE - Hinkler - Childrens craft kit product development, Adult craft market research & product proposals
- FREELANCE - Pulsar - Production help
- CONTINUING ED - Google UX Design Professional Certificate

July 2024 - May 2025 Hinkler Books, Program Developer

- Spearheaded the evaluation and revitalization of the children's craft product line for the Oh My Craft (OMC) brand, identifying white space and innovation opportunities that secured a 4-foot in-line placement in all UK Hobby Craft stores, as well as individual sku orders with 4 other retailers so far.
- Led the development of 17 new craft kits across four pricing tiers, managing the full product lifecycle including concept, sourcing, pricing, and component testing in collaboration with global suppliers.
- Conducted in-depth research on packaging solutions and created new packaging styles and dielines tailored to the OMC brand identity.
- Collaborated closely with the Design Studio and Editorial teams to direct product design, craft instruction development, and creative direction for freelance crafters and artists.

Pulsar Eco Products 2006 - July 2024

2023 - July 2024 Product Director

- Developed the Product Department from inception, spearheading recruitment efforts for product developers and product managers. Authored training materials, developed standard operating procedures (SOP's) and streamlined operational workflows for efficient project management.
- Managed the end-to-end product development process.
- Lead direct communication with factories regarding sourcing and new product development initiatives. Reviewed new material options, manufacturing options and testing innovative finishing techniques.
- Created comprehensive product specifications. Over the past three years developed more than 400 unique specs, ensuring meticulous attention to detail.
- Performed extensive product research across multiple categories including crafts, home decor and stationery, facilitating informed decision-making and strategic planning for diverse product lines.
- Oversaw the execution of all front-end product management duties, encompassing market research, MSRP determination, and researching display options. Constructed Planograms (POGs) and devised line lists.
- Participated in pricing reviews with our Sales and Global Supply teams, providing insights and analysis to inform strategic pricing decisions and optimize profitability.
- Integral member of the company's Leadership Operating Group, actively contributing to major decision-making processes, troubleshooting issues, and setting company-wide SOP's to drive organizational efficiency and success.

FYI, this was good experience, but I'm not interested in another director roll.



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PRODUCT CATEGORY SPECIALTIES

- Children's Crafts
- Adult Crafts
- Notetaking & Journals
- Planners & Planning Accessories
- Back to School
- Novelty Stationery
- Scrapbooking
- Photo Albums & Frames

EDUCATION

Virginia Marti College of Art & Design

- BA Graphic Design

Ohio Institute of Photography & Technology

- AS Digital Imaging

RANDOM FUN FACTS

- Loves Cats!
- Builds giant halloween displays from scratch for her yard.
- Loves to learn any kind of new skills.
- Accidentally created a viral video once.
- After taking a personality test the reviewer said that Amanda is one of the most creative people in the world, which is hands down the best compliment she has ever received.
- Is overly confident in her ability to win the Amazing Race.

OTHER EMPLOYERS

- 2003 - 2006 Fort Dearborn Co.
- 2002 - 2003 WOIO Channel 19
- 2002 - 2003 Ohio School Pictures
- 2001 - 2002 ICI Paints

2020 - 2022 Senior Product Developer & Production Manager

- Lead content creation for all planner and themed book products, developing a variety of highly successful retail products, including a Budget Planner that is our #1 seller at Walmart 4 years running.
- Researched unique material and textural options and developed a line of innovative Fidget Journals for Walmart which was sold into Walmart USA and Walmart Chile.
- Served as the key liaison between the Creative and Global Supply departments, effectively coordinating with both teams to ensure a seamless and error-free production process.
- Managed communication with our manufacturing partners regarding products in production, material selections and sampling.
- Accountable for closely inspecting all pre-production and production samples from our factories, taking detailed notes, and collaboratively troubleshooting manufacturing challenges with factory partners.
- Streamlined our process for creating specs, establishing a SOP to enhance efficiency and consistency in spec creation across the organization.
- Developed digital product art templates to enhance efficiency and precision in design file creation, streamlining the process and ensuring consistent and accurate output.

2015 - 2019 Jr. Art Director

- Helped to develop and design a full retail cross stitching program for Joanns and Hobby Lobby.
- Assumed leadership of the creative department on three occasions during prolonged absences of the art director, effectively managing team operations and maintaining productivity.
- Authored a comprehensive Creative Department Handbook, implementing SOP's and guidelines to streamline team operations and ensure clarity and consistency in workflow processes.
- Designed and managed the execution of our trade show booths at three prominent industry events.

2006 - 2015 Senior Graphic Designer

- Developed & designed a diverse range of stationery products for retail distribution in major big box stores, spanning various price points and categories such as Journals, Planners, Stickers, Notebooks, School Supplies, and Novelty Stationery.
- Contributed to the development of hundreds of craft products tailored for both children and adults, including a wide variety of offerings ranging from large boxed sets to individual kits, spanning diverse craft formats. Also authored and designed comprehensive instruction sheets & videos for our craft kits.
- Created in-house mockups of prototype products, as well as finished samples for customer presentations, product photoshoots, instructional videos and on-air demonstrations.
- Developed interesting and innovative photo frames for cruise and holiday specific customers, creating unique keepsakes that resonate with the travel and vacation experience.
- Designed tailored product presentations for all of our clients, including copy writing, digital mockup image creation, product photography and photo editing as needed.

2006 - 2013 Creative Sales Representative

- Participated in sales meetings with all our cruise line customers, taking the lead in delivering engaging product presentations to showcase our offerings and effectively communicate our unique capabilities.