

# RANHEE JOO

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## DESIGN DIRECTOR / PRODUCT DEVELOPMENT DIRECTOR

Award-winning product designer and product development professional with extensive experience developing successful product lines.

Creative thinker with an eye for detail and a knack for interpreting trends and bringing top-selling products to market.

Highly organized multitasker with a unique ability to create and implement product development processes and protocols, interpret brands in unique ways and partner with cross-functional teams. Empowering leader who can effectively oversee and mentor design teams.

### Areas of Expertise

Product Design	Hard lines / Hardgoods	Merchandising	Adobe Photoshop
Product Development	Soft lines / Softgoods	Vendor Management	Adobe InDesign
Sampling & Tracking	Design Strategy	Overseas Communication	Adobe Acrobat
Quality Control	Creative Thinking	Trend Forecasting	Microsoft Office
Sourcing Strategy	Visual Communication	Startups	PLM
Industrial Design	Attention to Detail	Licensing	BPCS
Processes & Protocols	Problem Solving	Adobe Illustrator	Solidworks

### CAREER HIGHLIGHTS

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- Proven track record of conceiving, developing and designing on-trend, award-winning, revenue-driving products
- Keen understanding of all aspects of product design and development, from market research to sourcing and production
- Experience working in a variety of business environments from startups to corporate, across all levels of an organization

### PROFESSIONAL EXPERIENCE

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#### TWO'S COMPANY, SENIOR PRODUCT DEVELOPMENT SPECIALIST – ELMSFORD, NY, JAN 2020-OCT 2020

*A leading company in decorative and fashion accessories and home decor.*

Responsible for creating/rebranding their kid's line, including research, design both products and packaging, product development, and production.

#### Key Achievements:

- Created brand new DIY craft collection in just 2 months. This was their first collection they've developed from scratch.
- Brought fresh and innovative design solutions for products and packaging.
- Managed other OEM products – packaging, pricing and margin chart, master chart, samples, photography, etc.

#### AMSCAN, SENIOR PRODUCT MANAGER – ELMSFORD, NY, AUGUST 2019-2020

*World's leading designer, manufacturer and distributor of decorated party supplies, costumes, accessories and balloons.*

Recruited by Product Director for short-term maternity coverage role to develop costume collections for key retailers including Party City, Target and Petco.

#### Key Achievements:

- Managed all aspects of product development of 2020 Halloween costumes / accessories and New Year's collections
- Key liaison between international and domestic vendors
- Managed over 1500 skus – development schedule, pricing and margin chart, line sheet, planogram mockups, photography directions, running changes, etc.

#### MERRILULU, CO-FOUNDER / DESIGN DIRECTOR – NEW YORK, NY, 2017-2019

*Award-winning boutique kids party décor brand featuring a variety of products – including banners, cupcake toppers and invitations.*

Co-founded company with the mission to create party décor that provides parents with simple solutions for throwing easy, affordable kids parties. Oversees all aspects of product development and design along with trend forecasting, sales, order processing and customer service, tradeshows, marketing and social media.

#### Key Achievements:

- Awarded *Best of the Show* and *Best New Product* of "Let's Party" at the 2019 National Stationery Show (Sloth collection)
- In just 24 months, expanded distribution channels from Merrilulu.com and Etsy.com to include leading third-party eCommerce channels as well as brick and mortar retailers and set up third party fulfillment center and warehouse
- Garnered thousands of followers and fans across key social media channels and media placement

## **RANHEE BUTLER DESIGN, OWNER – NEW YORK, NY, 2014-2019**

*Freelance product design and development, specializing in hard lines and soft lines.*

Tapped by leading brands, along with startups and inventors, to create new products. Provided a variety of services – including concepting, product design and development, trend forecasting, strategic planning and branding.

### **Key Achievements:**

- Partnered with leading brands to develop best-selling, award-winning products – including Diaper Dude, Petunia Pickle Bottom and Melissa & Doug

## **SKIP HOP, DESIGN DIRECTOR – NEW YORK, NY, 2008-2014**

*Category leading, innovative global lifestyle brand committed to making parenting easy and fun through “Must-Haves Made Better.”*

Employee No. 6 of world renown, industry-revolutionizing baby and kids brand. Joined the company during early startup phase and tapped by founders after just one year as a product designer to oversee all product development and design. Directly responsible for all hardgoods and softgoods product lines. Managed NYC-based design team and China-based merchandising team.

### **Key Achievements:**

- Integral part of Skip Hop’s success story – bringing founders’ creative vision from concept to retail – growing company from a kitchen-table startup to \$140 million global brand
- Invented best-selling, internationally-recognized and award-winning “ZOO” toddler collection of backpacks, lunch bags and toys – resulting in \$100+ million in global sales and significant media publicity as a celebrity go-to product
- Developed and implemented “from scratch” product development and design practices and processes
- Designed all products across a wide range of categories, including diaper bags, feeding, nursery, bath, toys, etc.
- Oversaw company’s trend forecasting – determining key juvenile products industry trends and collaborating closely with cross-functional internal Sales, Merchandising and Marketing teams

## **Education**

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### **B.F.A., Industrial Design, 2005**

Rhode Island School of Design, Providence, Rhode Island

### **Additional Studies**

Study Abroad, Politecnico di Milano, Italy, 2004-2005

Product Design & Development, MIT, Sloan School of Management, Boston, MA, 2003

## **Awards & Industry Recognition**

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2019 – **Best of the Show**, *National Stationery Show*, Merrillulu Sloth Collection

2019 – **Best New Product of “Let’s Party”**, *National Stationery Show*. Merrillulu Sloth Collection

2018 – **Preferred Choice Award**, *Baby Maternity Magazine*, Hashtag Kidz ChewBuddy

2018 – **Product of the Year Award**, *Creative Child Magazine*, Hashtag Kidz ChewBuddy

2018 – **National Parenting Product Awards**, *NPPA*, Hashtag Kidz ChewBuddy

2011 – **Earnie Award**, *Earnshaw’s*, Skip Hop Zoo Packs

2011 – **Best Design Award**, *Junior*, Skip Hop Luggage and ABC gym

2011 – **Silver**, *Practical Parenting & Pregnancy*, Skip Hop Bento Collection and Owl Hug & Hide

2010 – **Toy of the Year**, *Parents*, Skip Hop Owl Hug & Hide

2009 – **Mom Tested**, *Parenting Magazine*, Skip Hop Bunny Mirror

2009 – **Toy of the Year**, *Parents*, Skip Hop Bunny Mirror