


# Ranhee Butler

PRODUCT DESIGN | DEVELOPMENT

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 Hawthorne NY

 ranheebutler.com

## EDUCATION

BFA, INDUSTRIAL DESIGN

Rhode Island School of Design

2001-2005

External course:

MIT - Sloan School of Management,  
Product Design & Development

## STUDY ABROAD

Politecnico di Milano, Italy

2004 - 2005

## SKILLS

Creative Thinking

Color Sense

Visual Communication

Aesthetic Sense

Design Strategy

Attention to Detail

Organizational

Multi-Tasking

Problem Solving

Team Player

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Acrobat

Microsoft Excel

Microsoft Word

## EXPERIENCE

MERRILULU | Party Decorations | Jan 2017 - Present

*Co-founder, Designer*

Frustrated by planning our own kids' birthdays, my partner and I set out to create party décor that's better designed and easy to execute. We created a simple solution to throw an easy party for any parents. Our products are created/designed while juggling mom's duties, manufactured in China and imported to sell on online shops and retailers.

- Market research for current trends
- Manage social media and marketing contents
- Design / production of all products
- Order processing and customer service
- Tradeshow planning / sales
- Oversee quality control on products & production
- Manage photoshoot, styling and retouching

RANHEE BUTLER DESIGN | Design Studio | Sept 2014 - Jan 2018

*Design Consultant*

- Worked with top brands to develop best selling and most loved products
- Specialized in juvenile products, baby, toys, children's toys and products.
- Provided product design and development, product strategy and branding.

SKIP HOP | Baby & Toddler Products | Nov 2008 - Sept 2014

*Design Director*

I was a Design Director for over 3 years. In earlier years, I was responsible for all of the company's softgoods and hardgoods from concept to production and created "Zoo" (toddler) line and toy collection.

- Responsible for all softgoods - ensure project standards and timelines are met.
- Managed four designers and two merchandisers in China office.
- Ensured that my team has a success and growth plan within the company; hire new talent when needed.
- Collaborated with Sales, Merchandising, Marketing team to focus product designs for market success.
- Created new practices and processes to increase productivity.
- Managed my own projects - diaper bags, toys, toddler line
- Worked closely with Merchandising team to arrange focus groups and surveys