

Adelle Dubblestyne

PRODUCT DEVELOPMENT MANAGER

Vancouver, BC

adelledubblestyne@gmail.com

adelledubblestyne.com

Product Development Manager with 7 years industry experience designing and developing consumer goods from concept to market, with focus on apparel, accessories and home décor

Work Experience

FREELANCE APPAREL DESIGNER

Adelle Dubblestyne Designs – Vancouver, BC (remote) | April 2019 to Present

- Design seasonal and capsule collections for client featuring graphic text, repeat patterns and surface embellishments
- Create technical sketches with essential measurements, pantones, and vector artwork

PRODUCT PORTFOLIO MANAGER

AZ HOME - Richmond, BC | April 2018 to Present

- Report to Manager of Product and Marketing, work collaboratively to build product portfolio strategy that responds to customer and market gaps, supported by trend research and sales analysis
- Develop product from concept to launch by sourcing or designing, assigning to Vendor, negotiating quotes, coordinating sampling, submitting samples to key stakeholder reviews, arranging compliance testing, building timelines to meet deadlines and developing market-appropriate pricing strategies.
- Create and present sales presentations to B2B Customers alongside designated Sales Rep and Manager of Product and Marketing; receive design feedback and execute launches including developing a Purchase Order proposal for approval by the Managing Director
- Analyze portfolio quarterly, based on sales statistics, pending opportunities, design trends and overall company direction; work with Sales and Logistics team to implement exit and replacement plans as needed
- Manage remote team of three in China Office including Head of Operations, Senior Merchandiser, and Procurement Coordinator with primary functions of quality control, sample review, sourcing, Vendor relationship management and logistics coordination.
- Travel overseas to attend industry tradeshows, visit new and existing vendors, work on new development
- Manage detailed product data as required for entry into ERP System for purchasing and for eCommerce listings

PRODUCT DEVELOPMENT SPECIALIST

AZ HOME - Richmond, BC | November 2017 to April 2018

- Reported to Product Portfolio Manager, assisting with a sampling and daily correspondence with Vendors
- Implemented formalized Quality Control practices

SENIOR PRODUCT MANAGER

CANADA POOCH LTD - Toronto, ON | January 2015 to October 2017

- Manage and review work of two Technicians including: develop technical packages, conducting live model fittings, product quality control
- Daily communication with international vendors regarding development and production, ensuring all deliverables are met
- Mentor Production Assistant in toys and bedding category • Reconcile objectives of production, design, sales and marketing teams throughout product lifecycle, ensuring to hit quality, aesthetic and cost targets • Report sampling status to internal and external stakeholders and dispose feedback to team, especially for actionable updates
- Build and manage timelines to meet seasonal product launch schedule

PRODUCTION MANAGER

CANADA POOCH LTD - Toronto, ON | September 2014 to December 2015

- Manage and review work of Lead Designer and Graphic Designer
- Manage and review work of Technician
- Daily communication with international vendors
- Technician duties, product design, graphic design

DESIGNER & PRODUCT DEVELOPMENT SPECIALIST

CANADA POOCH LTD - Toronto, ON | February 2014 to August 2014

FREELANCE DESIGNER/TECHNICIAN

CANADA POOCH LTD - Toronto, ON | September 2013 to January 2014

Education

BACHELOR OF DESIGN: Material Art & Design - Jewellery Design and Metalsmithing

OCAD University - Toronto, ON | 2009 to 2013

Key Skills

- Experienced in product management of branded, private label and licensed product
- Wide category knowledge covering design, function, materials and manufacturing processes in the following:
 - Home Décor - shelving, photo frames, clocks, candles, bath accessories, tabletop décor
 - Pet - apparel, accessories, toys and bedding
- Excellent spatial awareness for conceptualizing 3D products and in-store merchandising plans
- Familiar with Retail, Online and Omni sales channel practices, including Amazon and Walmart
- Highly analytical; ability to critically interpret large data sets to form business strategies
- Strong written, verbal and visual communication skills
- "Start-up" attitude - positive, flexible and takes initiative
- Demonstrated proactive and creative problem-solving skills
- Extremely dependable and accountable
- Proficient in Adobe Suite, Microsoft Office Suite, Rhino Cad Modelling