

# Emma Boyle

Multidisciplinary Creative

**Address:**

San Francisco, CA

**LinkedIn:**

linkedin.com/in/emma--boyle/

**Phone:**

(415) 990-9656

**Email:**

emmaboyle56@gmail.com

## OBJECTIVE

Dynamic and results-driven Multidisciplinary Designer with 6 years of experience in industrial design, consumer insights, and project management. Skilled in leading research and development for advanced innovation across various sectors. Recently earned a Master's in Business, Design, and Technology, with a focus on innovation, startups, and venture management. Seeking to leverage expertise in design strategy, user-centric development, and business innovation to drive impactful solutions in a forward-thinking organization or startup environment.

## PROFESSIONAL EXPERIENCE

### Industrial Designer - Advanced Innovation

Wilson Sporting Goods | *Chicago, IL*

May 2019 - Current

Lead the design and development of high-performance gear and equipment for football, basketball, soccer, and volleyball, collaborating with key stakeholders to drive innovation for top-tier sports leagues, including the NBA, NFL, and AVP.

Spearhead the creation of game-changing products, from concept ideation through prototyping and final design, ensuring a seamless integration of consumer insights and market trends into the product development process.

Manage cross-functional teams of designers, freelancers, and internal stakeholders, ensuring alignment on key business objectives and delivering on-time, high-quality products.

### Industrial Design Intern

fuseproject | *San Francisco, CA*

June 2017 - August 2017

Contributed to design concepts for diverse clients across Beauty, Virtual Reality Soft Goods, and Consumer Products sectors, delivering innovative solutions tailored to each brand's unique needs.

Collaborated with cross-functional teams in the creation of project deliverables, such as sketches, 3D models, and prototypes, while supporting client presentations and reviews.

Assisted in research and trend analysis, helping inform design decisions and strengthen the conceptual direction for client projects.

## PROJECTS

### NBA Product Line Development

Led the design strategy of three NBA product franchises—NBA Authentic, NBA Forge, and NBA DRV—using a user-centric, design thinking approach to address consumer needs for performance, style, and CMF. Developed market positioning and innovative product designs, contributing to Wilson Sporting Goods' \$1 billion in revenue in 2022.

### CEO and Head of Business Strategy at Tabbs Education

Led the vision and development of a co-learning app focused on sex and relationship education for parents and children. Oversaw product strategy, market validation, and resource management, ensuring intuitive design, age-appropriate content, and privacy features for a trusted family platform.

## EDUCATION

### Masters in Integrated Business, Design, and Technology

University of Southern California  
Los Angeles, CA

Graduation Date: May 2024

### BDes Industrial Design

University of Washington  
Seattle, Washington

Graduation Date: May 2018

**Honors:** Cum Laude

## AWARDS

### Most Valuable Player

Wilson's Employee of the Quarter  
2019, 2020, 2022, 2024

### University Acknowledgements

Kaneko ID Scholarship 2016-18  
Purple & Gold Scholarship 2014-18

## SKILLS

Solidworks Keyshot HTML

Procreate Creative Cloud

Forecasting Strategy

Consumer Insight

## LANGUAGES

English (Fluent)

Spanish (Conversational)