

CLAIRE RICH

Dallas, TX

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CREATIVE LEADER & PRODUCT DESIGN PROFESSIONAL

Lead Challenging Product Design & Image Projects | Build Exceptional Teams | Deliver High-Quality Results

Experienced in building brands and developing products through deep consumer and market insights. Skilled in collaborating with executive leadership to define brand vision, create roadmaps, develop revenue streams, and deliver key messaging. Expertise in managing large, multichannel campaigns across the entire customer journey. A results-driven leader with a growth mindset, empowering teams of designers, writers, photographers, videographers, marketers, and merchants. Strong communicator and presenter, with a proven track record of selling creative work.

Expertise includes:

**Concept Development | Brand Development | Product Design & Development | Trend Forecasting & Research
Copy Writing | Storytelling | Art Direction | Creative Strategy**

PROFESSIONAL EXPERIENCE

FOSSIL GROUP, Dallas, TX

2016 — Present

Current Roles:

Head of Global Product Design, MICHELE Watches & Skagen Watches and Jewelry

2023 to current

- Lead seasonal product development by crafting compelling stories, color palettes, and new designs based on trend forecasting and consumer insights. Oversee the design of watches and jewelry, ensuring cohesive brand messaging in collaboration with marketing, merchandising, PR, and sales.
- Represent both brands at key account events and press gatherings, strengthening brand presence and relationships. Manage and mentor a team of 1 jewelry designer and 2 watch designers.
- Directed MICrHELE's brand image by leading design, graphics, campaigns, photography, and social media, achieving double-digit YOY growth (2020- 2023), the only Fossil Group brand to do so.
- Delivered significant profit growth across all major department stores in 2021, including Nordstrom, Bloomingdale's, Neiman Marcus, and SAKS.
- Spearheaded successful transition of MICHELE.com from Magento to Salesforce, boosting engagement, open rates, and driving product sell-outs in Q3 2020.

Senior Creative Director, Kendra Scott Watches

2021 to current

- Direct product design for Kendra Scott and Scott Bros. private label watch collections and Apple Watch® bands, collaborating with the design team to create seasonal trend boards, color palettes and product designs that align with brand storytelling, updated three times per year. Manage 1 Watch Designer and 1 Jewelry Designer.
- Led a cross-functional team to launch a new product line in Q2 2022, exceeding sales expectations by generating \$8.7M in sales (vs. \$5.5M plan). The launch day sold over 900 units, marking the most successful category launch in Kendra Scott's history, despite a downturn in the watch market.
- Designed Holiday 2024 product offerings, boosting Traditional Watch sales by 8% above plan and increasing e-commerce sales by 20% above plan.

Senior Creative Director, Fossil Group Trend and Innovation

2020 to current

- Research and identify trends, collaborating with creative leads across Fossil Group's brands and categories to develop sustainable, innovative product concepts.
- Lead creative briefing process for biannual "Innovation Lab," partnering with Fossil East and overseas factories to design and produce concepts.
- Manage the Senior Trend Analyst/Industrial Designer, overseeing trend analysis and concept development.

FOSSIL GROUP, continued**TORY BURCH WATCHES**, Dallas, TX

2013 — 2016

Creative Director, Fossil Group

- Teamed with Tory Burch and her design team to create and launch a line of Swiss-made watches.
- Directed designers while working closely with brand, marketing, PR, planning and merchandising teams.
- Developed look books, line sheets, and press kits; represented brand at Tory Burch Fashion shows and editorial events.
- Designed current best-sellers, driving a significant sales increases from \$6.7M to \$14.7M by blending brand DNA with trending watch and jewelry elements.
- Managed 1 Senior Product Development Manager and 2 Watch Designers.

MARC BY MARC JACOBS, Dallas, TX

2011 — 2013

Design & Development Director, Fossil Group

- Teamed with Katie Hillier, Creative Director of Marc by Marc, to led team of 3 watch designers and 2 product development team members.
- Partnered with merchandising, planning, marketing, and PR to tell cohesive story and achieve sales objectives.
- Drove sales increase from \$65M to \$165M in 2 years by narrowing the product assortment, reducing SKU count, and reinventing best sellers.

ADDITIONAL EXPERIENCE**Brand Manager**, Fossil Group | **MICHELE WATCHES**, Dallas, TX

Oversaw all communications and integration of newly purchased MICHELE Watch brand. Developed sales, marketing, and international launch plans. Beat '04 YTD plan by 43% by utilizing established FOSSIL distribution channel networks to launch into new accounts. Direct reports included 4 Regional Account Managers.

Divisional Manager, Fossil Group | Product Development | **RELIC**, Private Label and SMI Divisions, Dallas, TX

Designed and developed product and promotional strategies while maintaining product margin goals. Worked with buyers from private label accounts and major chains to develop product lines and promotional products. Oversaw 5 Product Development Managers and teamed with 4 watch designers.

Marketing Manager | **SKYBOX INTERNATIONAL**, Durham, NC

Combined marketing role responsible for 53% of company profit. Worked extensively with licensors (NBA, Disney, Twentieth Century Fox) to develop product concepts to achieve growth objectives. Led product development team and account representatives from advertising and public relations firms. Formulated and managed advertising and promotion budgets.

Editor & Editor II | **HALLMARK, INC**, Kansas City, MO

Worked in a fast-paced, cross functional team environment and concepted and created greeting card lines. Studied retail sales and reinvented best-selling product.

EDUCATION

Bachelor of Science (BS), Advertising, The University of Texas at Austin, Austin, TX
Certification, CAPE Graphic Design, Southern Methodist University, Dallas, TX

TECHNICAL SKILLS

Adobe Creative Suite | Adobe Experience Manager (AEM) | Workfront | Digital Asset Management (DAM)