Michael Vance
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Design Director
Model No. Furniture. *Oakland CA. April 2021 – April 2025*
Directed creative operations and industrial design teams to implement efficient processes that enabled the most impactful, high-quality designs of physical and digital products.
Lead creative innovation by exploring emerging trends, cultural insights, and new digital fabrication formats that kept new products relevant and aspirational.
Measured and assessed creative effectiveness, optimizing output to maximize brand and business..
Championed creative consistency across all channels: retail, digital, social, packaging, and events
Tasked with developing the brand's creative direction and product offerings. Produced using the latest eco-friendly materials with a focus on large scale 3D Printing. Designing both direct to consumer and business to business product solutions using computational design and digital fabrication techniques.

Design Consultant
Salesforce. *San Francisco, CA. August 2018- April 2021*
Design and development of Salesforce Creative Team Environments and Corporate Interiors.
Rochdale Spears Company. *Vietnam /Mill Valley, CA. June 2018- April 2021*
Consulting on the design and production of luxury home furnishings.
AvroKO. *San Francisco CA. April 2019 – July 2021*
Interior Design for hospitality clients with a focus on custom upholstery, furniture, and lighting.

Senior Designer Product Development.
Restoration Hardware. *Corte Madera, CA. March 2014 – May 2018*
Reporting directly to the Senior Vice President of Product Development. Supported the design and production of all Furniture Collections for RH. Specializing in Outdoor and Upholstery. Contributing to special projects such as New Gallery Openings, Hospitality and New Concept Development.

Senior Designer.
Douglas Durkin Design. *San Francisco, CA. May 2013 – March 2014*
Design and development of custom furniture and lighting fixtures for residential and hospitality clients .
Created and managed all fabrication drawings and vendors.

Design Director
My Studio ID. *Pamplona, Spain. 2007-2013*
Established an Industrial Design and Interior Design Consultancy located in Pamplona Spain.
Clients: Hotel Avenida., Miguel Angel Taller Creativo., Quicksilver., Delta Simmons., Williams Sonoma Inc.

Design Director
Pottery Barn Kids, Williams-Sonoma Inc. *San Francisco, CA. March* 2002 – June 2007
Directed the design and development of furniture and lighting for Pottery Barn Kids. Set seasonal brand direction, managed design teams, identified new business opportunities, and implemented production strategies domestically and in Asia. Product groups focused on the nursery, bedroom, playroom, study, and family room. Contributed to the design direction of accessories, apparel, textiles, room décor, and seasonal toys.

Pottery Barn Teen. Created the premier furniture collections for the launch of the Pottery Barn Teen brand.

Product Development Manager.
ITIF Inc. *San Francisco, CA. September 2001 – March 2002*
Established the San Francisco office for the Toronto based fixture manufacture. Consulting on the design and fabrication of retail fixture programs for clients such as: Key Bank, All Steel, and Gap Inc.

Design Manager, Global Store Design.
Gap Inc. *San Francisco, CA.* February 1999 – October 2001
Participated in the design, production, and rollout of a completely new concept of Gap Brand Retail Environments. Responsible for all retail floor fixtures, hardware, fitting rooms, and cashwraps.

Designer.
Design Continuum Inc. *San Francisco, CA. August* 1997 – April 1998
Product, Branding, and Environmental Design. Participated in projects ranging from sporting goods, consumer electronics, interior architecture, and retail environments.

Design Consultant. *San Francisco, CA. November1996 – August1997*
Fuseproject: Javad Positioning Systems: Product Exhibition.
Mauk Design: Exhibition design for Intel and Sony Electronics.
Mountain Hardware: Retail fixture, signage, and exhibition design.

Designer.
West Office Exhibition Design. *San Francisco, CA. June 1994 – October 1996*
Designed exhibits and produced fabrication drawings for the New California Science Center, Los Angeles, CA. Other tasks included: model making, photography, research, and large-scale renderings.

Education
California College of the Arts.
San Francisco, California. Bachelor of Fine Arts in Industrial Design. 1991-1994
Syracuse University.
Syracuse, New York. Candidate for Bachelor of Science in Industrial Design. 1989 -1991

Honors
Student Representative - CCA Board of Trustees 1992-93. ISDA Student Show 1993. Published as Student and Professional: ID magazine, Communication Arts, Exhibitor Magazine Critique Magazine Critic's Choice Award. The Big Crit 1999. Sony Electronics Comdex '98 Exhibit

Skills
Proficiency in Solidworks, Rhino, Graphite, Keyshot, and Adobe Creative Suite
Project Management, Sourcing and Manufacturing, Color and Finish Specification, Textiles Development
Fluent in Spanish.

Interests
3D Printing, Sustainable Materials, Color Theory and Finishes, Ceramics and Contemporary Art.
Competitive Gravel Cycling and Mountain Biking.