

EMMA BOYLE

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PROFESSIONAL PROFILE

Design and program management professional with six years of experience in user-centric design, product strategy, and R&D. Proven track record of leading cross-functional teams and delivering innovative solutions that drove 20% profit growth and \$1B revenue.

Core Competencies:

- Project management
- Cross functional coordination
- Product strategy
- Milestone scheduling
- Consumer insight
- CMF Integration
- 3D Modeling
- Computer-aided design (CAD)
- Vendor management
- Market research
- Design Strategy
- Manufacturing processes
- Budget management
- Prototyping methods
- Adobe Suite
- UX collaboration
- Process improvement
- Asset optimization

WORK EXPERIENCE

WILSON SPORTING GOODS, Chicago, IL

05/2019 – Present

An American sports equipment manufacturer. Known for innovation and quality, Wilson serves athletes at all levels, from professional to recreational.

Industrial Design – Advanced Innovation (08/2019- Present)

Led R&D and design from concept to production for NBA, NFL, AVP, and NCAA gear. Collaborated on product concepts, sketches, tech packs, and trend research, ensuring designs aligned with consumer identity and business objectives.

- Managed high-performance sports gear design and development, boosting profit margins by 20% while contributing to the company's \$1B revenue milestone.
- Spearheaded design strategy for NBA product line plan, increasing basketball EBIT by 67%.
- Led teams to launch six major products for the NBA, NFL, NCAA, and AVP in six months.

Industrial Design Intern – Advanced Innovation (05/2019 - 08/2019)

Supported product design for Team Sports (volleyball, soccer, football, basketball) from concept to final product, collaborating with industrial designers, engineers, and material scientists to drive innovation in sports equipment.

- Led the development of Wilson's first international volleyball for a 2025 launch, earning two patents for innovations in consumer insight, material technology, and flight pattern advancements.
- Integrated visualization and animation technologies for current and upcoming products, streamlining workflows across business units for presentations, sell-in, and consumer content.
- Contributed to three major product launches within the first two months, completing the internship a month before the end of the contract and transitioning to a full-time role

FUSEPROJECT, San Francisco, CA

06/2017 – 08/2018

An integrated design and branding firm staffed by a team of game-changing designers focused on elevating the human experience.

Industrial Design Intern

Junior designer responsible for creating design concepts across Beauty, Virtual Reality Soft Goods, and Consumer Products. Managed rapid concept development from ideation to final renderings, contributing to client deliverables and participating in client reviews.

- Collaborated with UI/UX, Strategy, and business units to conduct in-depth research and trend analysis, informing design strategies for high-profile clients, including Herman Miller, L'Oréal, and August.
- Led the development of Herman Miller Active, an innovative furniture line designed to enhance workplace health and promote physical activity. Created ergonomic concepts that targeted specific muscle groups, seamlessly integrating with Herman Miller's established design language.

RICARDO BEVERLY HILLS, Seattle, WA

01/2017 – 06/2017

Ricardo Beverly Hills is a global leader specializing in the design and innovation of luggage and travel accessories.

Industrial Design and Product Intern

Product design intern responsible for creating individual concepts and supporting the design team in soft and hard case luggage and accessories.

- Created detailed tech packs and assisted in consumer insight analysis to inform product development for two soft and hard goods luggage for customer launch.
- Collaborated with the head CMF designer to organize and expand the materials library, supporting current and future project needs.
- Contributed to initiatives focused on enhancing consumer-centric design, sustainability, and advanced manufacturing capabilities.

ADDITIONAL WORK EXPERIENCE

WILSON SPORTING GOODS, Chicago, IL

Board Member, Manager Internships

- Redesigned and relaunched the Wilson Sporting Goods Game Changers internship program to prioritize project-based leadership and professional development, aligning with business objectives.
- Managed year-long cohorts, facilitated mentorships, and organized events and global project presentations.
- Recognized with "Greatest Place to Intern" awards in 2022 and 2023.

NBA Product Line Development

- Led design strategy for NBA Authentic, Forge, and DRV, focusing on user needs and design thinking.
- Developed innovative product designs and strategy, boosting basketball EBIT by 67% and contributing to \$1B revenue.

TABBS EDUCATION, Los Angeles, CA

Chief Executive Officer and Head of Business Strategy

- Led vision and development of a co-learning app for sex and relationship education.
- Defined product strategy, validated market, and managed teams for age-appropriate content.
- Successfully developed the app, leading to admission in two prominent venture showcases.

EDUCATION

Master of Science, Integrated Business, Design and Technology, (put here) UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles, CA

Bachelor of Design (BDes), Industrial Design, (put here honors) UNIVERSITY OF WASHINGTON, Seattle, WA

AWARDS

Most Valuable Player, Wilson's Employee of the Quarter, WILSON SPORTING GOODS (2019, 2020, 2022, 2024)

Summa cum laude, UNIVERSITY OF SOUTHERN CALIFORNIA (2024)

Kaneko ID Scholarship, UNIVERSITY OF WASHINGTON, SEATTLE (2016 – 2018)

Purple & Gold Scholarship, UNIVERSITY OF WASHINGTON, SEATTLE (2014 – 2018)

PATENTS

- USD975226S1 – Volleyball
- USD976353S1 – Embossment
- USD975219S1 – Football