

ZACHARY WEBB

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CREATIVE DIRECTOR, DESIGN MANAGER **Associate Creative Director, Senior Industrial Designer**

Innovative Manager, Industrial Designer, and Product Developer with a proven ability to bring fresh ideas and creative solutions to every project. I am passionate about tackling unique challenges and delivering products that exceed expectations. Committed to continuous learning and adapting to market trends, I thrive in dynamic environments where growth and innovation are prioritized. Focused on collaboration, I leverage my skills to build momentum and drive success, ensuring tailored solutions that meet both client needs and organizational goals. I'm eager to contribute to your team and help shape the future of your business.

Key Skills

Proficient in Adobe Creative Suite | Solidworks | Keyshot | CAD | 3D Printing | model making and prototyping

Work Experience

Mary Kay Inc, Addison, TX

July 2018 – November 2024

Senior Industrial Designer and Package Engineer

Collaborated with Creative, Brand, Engineering, and Procurement to design and bring to market custom packaging for fragrances and cosmetics. Design patents inventor.

- Generated and presented concepts across all phases of the design process; trend research, mood boards, sketches, CAD, renderings, models and mock-ups.
- Collaborated with legal counsel to obtain design patents and patent documentation.
- Conducted research and collaborated with the Competitive Intelligence Team to identify future trends and opportunities in current and adjacent spaces that Mary Kay currently occupies to support innovation efforts.
- Worked with suppliers, package engineers, marketing, and component procurement to design manufacturable components that reflected the Mary Kay brand vision while achieving price targets.

Package Engineering

- Led and created component and finished goods specifications, attended line trials and production start-ups, performed package engineering testing (stability submissions, shipping tests, and vibration testing).
- Participated in sustainability initiatives and research as a Sustainability Strategy team member reducing plastic intensity by 25%.
- Research and Development Upstream Innovation Team - participated with formulation, consumer product research, and skincare research to implement innovative ideas for product or packaging before new product development is launched. Created visual representation of packaging to strengthen the story for new formulas.
- Analyzed packaging performance and consumer feedback to continuously refine and improve designs.
- Reviewed, edited, and approved technical drawings for new package and case configurations to improve efficiency, reduce waste, and control costs.

T-Minus-One, LLC, Dallas, TX

August 2014 - Present

Founder/Creative Director - Product Design, Development and Consulting

Secure new clients and maintain relationships with existing partners through exciting and compelling product design, innovative development, and fast, reliable communication and delivery.

- Delivered consistent branding to clients starting a new brand or growing their existing product line.
- Designed, modeled, and rendered products/packages for various industries, markets, and consumer profiles.
- Produced trend and market research documentation - mood boards, consumer profiles, target market, branding.
- Created documentation for production, sourced materials and sought out manufacturing partners for clients.
- Developed, maintained, and delivered on timelines to meet client needs.
- Provided consulting, project management and development for all phases of project planning and implementation.
- Managed end-to-end billing processes, including invoice creation, delivery, and tracking, ensuring accurate and on-time payments.
- Negotiated contract terms and pricing with clients to align with business goals while maintaining client satisfaction.
- Foster long-term client relationships through proactive communication, ensuring ongoing engagement and customer loyalty.

Shinola/Detroit, LLC, Plano, TX**March 2013 - August 2015****Senior Designer - Shinola and Filson Watch and Accessories Product Development**

Managed a team of designers through the design and development process.

- Managed the Shinola and Filson watch design team and led the creative development of those product lines.
- Trained new hires for product development to advance their skills quickly.
- Generated 30+ unique SKUs each quarter, maintaining strict margins with retail prices from \$450 to \$1500.
- Developed and managed timelines and product calendars for the product and design development cycle.
- Designed and worked with engineering to guide all watch and molded product designs from sketch to production.
- Worked with executive leadership to identify brand identity and design language.
- Identify and implement new materials, color stories, and finishes for unique product outlook.
- Collaborated with the Swiss design team and product design and development team in Hong Kong and China.
- Created design standards and consistent design language that fit the existing Filson brand identity.
- Developed brand appropriate products in the Filson design language for watches and pet products.
- Consulted with management and the CEO to develop a cohesive corporate direction of the product.
- Conducted trend and market research, developed image boards, color stories, and product collections that embodied the Filson brand values and lifestyle.

Fossil Group LP, Richardson, TX**December 2005 - March 2013****Lead Designer - Armani Exchange license**

Design and guide timepieces from sketch to production.

- Identified and created brand identity for timepieces and work within brand language for Armani Exchange.
- Identified and implemented new materials, color stories, and finishes for unique product outlook.
- Mentored and managed interns and other designers on the team.
- Created design standards and consistent design language for Armani Exchange timepieces.

Fossil Watch Group**Product Designer**

Develop brand appropriate products in the Fossil design language with men's dress and sport business focuses.

- Collaborated with the creative director for product refinement.
- Created and led presentations to management including the CEO.
- Created products within a volume driven business model, staying mindful to maintain 62.5% margins and working to bring costs down through value engineering.
- Brought over 120 SKUs to market each year with retail prices ranging from \$75 to \$275.

Education**Bachelor of Science, Industrial Design**

University of Cincinnati, DAAP

Currently obtaining an MBA with a focus on Marketing

University of Texas – Tyler