

Cory Mahler

Senior Home Product Design and Development Specialist

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SUMMARY

Senior Home Decor Product Design and Development professional with over 15 years of experience in product design and development, expert in trend analysis, design innovation and strategic development. Seeking a Senior Designer - Bedding position at Target, where I bring my innovative design and sourcing skills to support your mission of designing and developing trend-forward, commercially viable home decor solutions for retail. Development experience includes: Home Textiles, Bedding, Decorative Accessories, Tabletop and Outdoor.

EXPERIENCE

Owner, Curator and Art Procurement Specialist

Provenance Studio Ltd. 📅 2023 - Present 📍 E-commerce

Online gallery and studio globally curating vintage artwork and fostering art procurement services for the Interior Design industry

Sr. Home Product Design / Development Specialist

Consultant for Home Decor, Textiles, Seasonal Industries

📅 2023 - Present 📍 Phoenix, AZ

Product design, development and strategic merchandising solutions for Home Decor markets in both Hard and Soft Home categories

SVP of Product Design and Development

CASA Collective Ltd., Division of PDS Ltd.

📅 2020 - 2023 📍 Phoenix AZ and New York, NY

Domestic supplier of lifestyle home decor products for mass retail market. Customers include: JOANN, TJ Maxx, Bed Bath Beyond, Kohls

- Categories: Seasonal Decor, Bedding, Rugs, Kitchen Textiles, Wall Decor, Table Decor, Storage/Org and Small Furniture
- Entrepreneurial Home Decor Supplier venture servicing both US and UK markets with 120M USD growth in year 2
- Developed with 50 core factory partnerships across Asia
- Provided merchandised and planogram strategies driving volume and sell-thru efficiencies
- Led an international team of designers across US and UK

VP / SVP of Product Design and Development

Li & Fung Ltd. 📅 2015 - 2020 📍 Hong Kong and New York, NY

Developed income generating PD&D model within the sourcing agency structure design trend forward Home Decor products for both retail and vendor partners. Customers: BBB, Pier 1, JOANN, HEB, Asda and Dunelm

- Core categories include: Seasonal Decor, Wall Decor, Table Decor, Textiles, Tabletop, Storage/Org, Small Furniture, Rugs
- Year 1 vendor SKU growth +166%, 4th year the model contributed 17M USD of 600M USD global customer base
- Quarterly trend publications and showroom design
- Spearheaded team of 10 designers across the US and UK

STRENGTHS

Strategic Product Development

Ability to design fashion-forward products while maintaining accessibility for mass markets, balancing creativity with commercial viability and revenue growth

Design Innovation

Encourage exploration of new materials, technologies, and design concepts to differentiate products in the market and holistic retail landscape

Trend and Market Analysis

Deep understanding of market trends, consumer preferences, and the dynamics of the retail industry.

SKILLS

Private Label Product Development

Trends /Styleguides

Innovation in Product Design

Artwork Design Merchandising

Design Partnerships and Global Sourcing

Whitespace and Market Analysis

Cross-functional Partnerships

PEER REFERENCE QUOTES

"I can't speak highly enough on the partnership Cory provides and the deep understanding of the Home business she brings to the table. She understands vendors relationships, partnering with sourcing and merchandisers, in addition to her Mastery in trend and design and understanding the value of the customers end consumer."

- Eric Ledell, CEO, CASA Collective Ltd

EXPERIENCE

Senior Designer

Carolina Pad 🏠 2013 - 2014 📍 Charlotte, NC

Domestic Supplier of Fashion Home Office and Stationery to mass retail market with key customers: Target, Walmart, Staples, Kroger, and off-price markets

- Lead Designer of artwork for seasonal home office fashion collections

Creative Director

Springs Creative 🏠 2012 📍 Rock Hill, SC

An interim role with leading supplier of retail fabrics, finished products, and packaged crafts to domestic mass market.

Design Director

Idea Nuova Inc. 🏠 2006 - 2011 📍 New York, NY

Domestic Supplier of Adult, Tween/Teen and Juvenile lifestyle home decor, bedding, textile, decorative accessory and giftware products. Core customers include: Target, Walmart, Macy's, BBB, Teen Vogue, JCPenney

- Led team of 8 designers in the seasonal development of fashion home decor product collections
- Key partner in the brand invention and development of Walmart's *Your Zone* brand, resulting in 65% market share
- Trend, styleguides and showroom design

Senior Designer

Target Corporation. 🏠 2004 - 2005 📍 Minneapolis, MN

Head designer over all hard/softline juvenile and teen home decor products including: bedding, rugs, window, pillows, wall decor, table decor, small furniture and lighting

- Integral part of youth brand re-invention *Do Your Room*
- Trend Design, Product Development and Specs
- Factory travel and fostering vendor partner relationship

EDUCATION

MFA, Fibers

University of Washington 🏠 1996 - 1998 📍 Seattle, WA

BFA, Fibers

Savannah College of Art and Design

🏠 1992 - 1994 📍 Savannah, GA

REFERENCES (PLEASE SEE ATTACHED DOCUMENTS)

Bridget Burke.
Former Design Manager,
Target Corporation
bridget.burke@comcast.net

William Peterson
Design Director, Beauty
Target Corporation
Design Director, Beauty
william.peterson@target.com

PEER REFERENCE QUOTES

"Cory's ability to motivate teams, drive for efficiencies and forge connections has given her the opportunity to affect change both large and small, establish best practices and elevate standards at every organization she has worked."

- William Peterson, Design Director Beauty
Target Corp.

ADDITIONAL SKILLS

Adobe Illustrator

Adobe Photoshop

Microsoft Office

ADDITIONAL EXPERIENCE

Professor, Fibers

Savannah College of Art and Design

📍 Savannah, GA

Visiting Professor

University of Colorado

📍 Colorado Springs, CO

Art Director/Educator

Working Class Studio @SCAD

📍 Savannah, GA

PORTFOLIO

LINK TO PORTFOLIO

<https://www.corymahlerdesign.com>

REFERENCES (PLEASE SEE ATTACHED DOCUMENTS)

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