

Hayley Stringer

PORTFOLIO: HAYLEYSTRINGER.COM

HAYLEYSTRINGER@GMAIL.COM

+1(650)868-5428

PROFILE

Designer & product developer with 4+ years of experience in tabletop and home products from concept through production. Experienced in trend research, product strategy, vendor communication, technical packages, cost management, and manufacturing. Passionate about creating commercially successful products that balance aesthetics, functionality, and business goals.

EDUCATION

Rhode Island School of Design

BFA Industrial Design

SKILLS

Software

Illustrator • Photoshop • inDesign •
SolidWorks • KeyShot • Excel •
PowerPoint • PLM

Product Development

technical specs • trend research • cost
engineering • vendor management •
color development

Industrial Design

concept development • print
development • sketching • ideation •
rendering

Manufacturing

Ceramics • wood • metal • glass •
melamine • acrylic • mixed materials •
textiles

EXPERIENCE

Core Home

Jr. Product Development Manager | February 2026 - Present

Lead end-to-end development of tabletop hard goods including dinnerware, drinkware, serveware, and accessories from concept through production. Design prints and prepare production ready art files and technical files. Conduct trend forecasting and market research to translate insights into new seasonal product concepts. Develop product to deliver on specific customer and business needs. Managed relationships with overseas manufacturing partners to resolve production issues, improve quality, negotiate cost and meet launch timelines.

Pottery Barn • Williams Sonoma Inc.

Associate Designer | May 2021 - May 2025

Designed and developed tabletop collections including table linens, dinnerware, drinkware, entertaining, and flatware through every stage of the product development process. Delivered four seasons annually with each comprising 300+ SKUs. Tasks ranged from trend research, assembling lifestyle boards, rendering concepts, creating specs, sending comments / approvals, maintaining detailed development trackers, etc.. Lead daily communication with vendors in 7+ countries. Grew into managing glassware & table linens in addition to supporting on remaining tabletop categories.

Nest Homeware

Design Intern | Summer 2019

Worked with the founder to assist with daily tasks associated with running a small business. This includes preparing shipments, studio build-outs & product line expansion ideation. The primary project was designing & building a booth for a trade show which I then attended to represent the brand.

Martha Stewart Living Omnimedia

Hard Good Design Intern | Summer 2018

Developed skills in technical drawing, product research & organization for the garden & furniture categories. Worked on proprietary products as well as licensing developments. Primarily during this internship, I used Adobe Illustrator to create tech packs of garden products to be sent to vendors for production.