

# Rileigh Smyth

Product Design Manager

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## Professional summary

Product Design Manager with 7 years of experience leading cutting-edge design projects at Procter & Gamble, specializing in user research, design thinking, and sustainability practices. Adept at leveraging advanced 3D modeling and prototyping to enhance product innovation and market reach, resulting in a 12% boost in consumption and a 93% consumer satisfaction rating. Committed to fostering global collaboration and driving consumer-centric solutions, with a track record of success across renowned brands such as Dawn, Tide, Febreze, and Oral-B.

## Employment history

### Procter & Gamble | Innovation Product Designer | Cincinnati, OH

Jun 2021 - Dec 2025

Led designs from concept to production, aligning with consumer needs and sustainability goals. Facilitated cross-functional design sprints, enhancing product innovation and team collaboration. Utilized advanced 3D modeling and prototyping skills to meet manufacturing and market demands. Analyzed consumer trends and material properties to optimize product functionality and appeal. Collaborated with global suppliers to ensure efficient production and compliance with industry standards.

- Optimized packages to enable 12% consumption uplift, increase in overall rating in consumer testing to 93% (an 8% advantage over the most preferred package in market).
- Lead monthly forum discussions to update leadership on initiative progression through stage gates (SIMPL framework) and ultimately acquire project approval and funding.
- Facilitated large-scale consumer testing. Aggregated and translated feedback into actionable items and product design changes, utilizing tools like qualtrics to enable targeted features that meet consumer and business needs.
- Fostered partnerships with cross-functional teams, streamlining project workflows and ensuring timely product launches.
- Mentored junior designers and lead recruitment for co-op program, promoting skill development and teamwork while contributing to a cohesive and productive design environment.

## Skills

**Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro)** (*Expert*)

**3D Modeling and Rendering (Solidworks, Rhino, Keyshot)** (*Experienced*)

**Microsoft Office (Word, Excel, Powerpoint)** (*Expert*)

**Figma** (*Skillful*)

**Mural / Myro** (*Expert*)

**Procreate** (*Experienced*)

**User Research**

**Design Thinking**

**Sustainability Practices**

## Links

[LinkedIn](#)

[Website](#)

## **The Studio NK | Innovation Designer | Pittsburgh, PA**

*Sep 2020 - Dec 2020*

Consulting designer at start-up agency on broad range of products from industries such as outdoor gear, consumer packaged goods, and website design. Entirely remote position due to COVID-19 requiring agility and self-motivation. Full spectrum of hands-on design skills required for this role with emphasis on iterative ideation and prototype creation.

- Designed and prototyped unique product concepts, resulting in enhanced user engagement and positive feedback from target audiences.
- Fostered a collaborative design environment, encouraging team input and creativity while maintaining project timelines.
- Contributed to an innovative and sustainable product that received Sephora's Accelerate Program grant in 2021.

## **Chamberlain Group | Innovation Designer | Chicago, IL**

*Sep 2018 - Dec 2018*

Consumer electronics design and heavy trend research. Designed commercial technology for industrial spaces, specifically a fully-functioning control panel for warehouse management. Collaborated with cross-functional teams to ensure manufacturability and enhancing product functionality. Presented to leadership often to ensure business and consumer needs were met.

- Analyzed user feedback and market trends to inform design decisions, ensuring products met evolving consumer needs and competitive benchmarks.
- Developed working electronic prototypes, streamlining the design process and significantly reducing time-to-market for key innovations.
- Diligently maintained design documentation and prototypes, ensuring compliance with industry standards and expediting the approval process.

## **Climb Cincy | Commissioned Muralist | Cincinnati, OH**

*Apr 2024 - Sep 2024*

Co-lead local mural end-to-end to ensure result that fit business goals, boosted community morale, and increased engagement. Conducted brainstorms with the rock-climbing community, collaborated on concept creation, coordinated volunteers, and executed mural on a fast timeline and tight budget. Increased foot traffic and engagement at Climb Cincy.

- Developed unique mural concepts through community feedback sessions, ensuring designs resonated with local values and interests.
- Passionately engaged with community members, promoting collaboration and participation in the mural project.

## **Manifest Drawing Center | Life Drawing Coordinator | Cincinnati, OH**

*May 2022 - Oct 2025*

Subject of and collaborator for figure drawing classes taught at a local art non-profit. Experience included immersion in local art scene, observation of talented artists and their processes, and the unexpected joy of meditative stillness. It allowed me to see the beauty of all human forms, the patience and presence required to hold a pose for hours, and it taught me a lot about creating engagement shapes no matter what the medium - in 2D or 3D design, or my own body.

# Education

**Bachelor's of Science, Industrial Design | University of Cincinnati-Main Campus | Cincinnati, OH**

Aug 2021 - Apr 2025

GPA 3.9

Graduated with Honors

Dean's List (All semesters)

**UX/UI and Figma Certification | Coursera | Online**

Jan 2025 - Jul 2025