

HAYLEY SOMERVILLE

USER-CENTERED PRODUCT AND SERVICES INNOVATION

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EDUCATION

MASTERS, INTEGRATED PRODUCT DESIGN, CARNEGIE MELLON UNIVERSITY, PITTSBURGH, MAY 2015

INTERIOR DESIGN CERTIFICATE TRACK, PARSONS THE NEW SCHOOL FOR DESIGN, NEW YORK CITY, CONT. ED.

BACHELOR, CHEMICAL ENGINEERING + BIOLOGY MINOR, PENN STATE UNIVERSITY, UNIVERSITY PARK, MAY 2005

RELEVANT EXPERTISE & SKILLS

PRODUCT & SERVICES DESIGN

- Project Management
- User Research Methods
- Market & Stakeholder Analysis
- Prototype Modeling
- User Experience Design

MANAGEMENT

- Group Training
- People Development
- Communication to both Engineers and Creatives

OPERATIONS

- Contract and In-House Manufacturing
- Supply Chain Logistics
- Cost Analysis & Planning
- Plastic Molding Techniques
- Printing Techniques

COMPUTER & LANGUAGE

- Intermediate French
- Adobe Photoshop
- MS Excel & MS Project
- Fusion 360 (CAD)
- Arduino/Spark (Internet of Things)

FIND ME

[linkedin.com/in/hayleysomerville](https://www.linkedin.com/in/hayleysomerville)
[blog: adventuretime.exposure.co](http://blog.adventuretime.exposure.co)
[portfolio: hayleysomerville.com](http://portfolio.hayleysomerville.com)

DESIGN PROJECT EXPERIENCE

NUK & GERBER GRADUATES PARTNERSHIP

Created a patent-pending innovative new toddler feeding product addressing unmet needs of parents. Product concept fast-tracked for launch in early 2017 or sooner.

BOEING GRANT RECIPIENT - CHILD CAR SAFETY DEVICE

Product conception to create a car seat accessory utilizing RFID and LE Bluetooth to help avoid "forgotten child syndrome" deaths during hot summer months

WINNING TEAM - SERVICE DESIGN JAM PITTSBURGH (MAYA DESIGN)

Conceived-of and prototyped in 48 hours an interactive total user experience for families visiting the city of Pittsburgh using both tactile and digital elements

"SPEAK EASY" SPEECH RECOGNITION STARTUP PROJECT MENTORED BY SAND HILL ANGELS

Using exclusive Speech Recognition IP from Carnegie Mellon, my team and I used market and stakeholder analysis, Value Opportunity Analysis and user research to conceive of and pitch a video-conferencing captioning and translation start-up to Sand Hill Angels to excellent reviews.

WORK EXPERIENCE

SR. MANAGER, DEVELOPMENT L'OREAL USA | NEW YORK CITY FEB 2012 - AUG 2015

- Led the Development Team for Matrix, a \$100MM professional salon brand, the largest in L'Oreal's Professional Products Division (Managed team of 3)
- Directed cross-functional teams across 10+ L'Oreal departments (purchasing, manufacturing, creative, R&D, marketing, etc) and worked concurrently with 40 outside suppliers to consistently manufacture innovative, high-quality haircare and styling products, delivered on-time and at the right cost
- Exceeded division P&L goals with the the largest-ever relaunch of Biolage, achieving cost reduction of 18% over 118 SKU's, balancing cost of goods with potential market impact, product design vs production cost, and being a strong partner to both marketing and manufacturing.
- Designed and piloted supplier partnership project with major supplier (CCL) to improve communication, service, quality, cost, and time-to-market, helping make L'Oreal-CCL partnership one of the most respected in the group

MANAGER, DEVELOPMENT L'OREAL USA | NEW YORK CITY SEPT 2009 - FEB 2012

- Managed new launch projects for Matrix, Redken, and L'Oreal Professionnel brands covering all aspects of timing, cost, and quality including: component selection and color matching, coordinating supplier choice with the Purchasing team, costing different options for marketing and proving them with the best technical and aesthetic solutions for their launches, while coming in at a competitive cost and launching quickly to market
- Notable Launches: Redken Clean Brew, Redken Heat Styling, including Duo-Shield dual tube; Matrix Color Insider; Redken Chromatics

LAUNCH MANAGER, LOGISTICS L'OREAL CANADA | MONTREAL OCT 2007 - SEPT 2009

- Responsible for coordinating new and updated product launches launch in a French-speaking manufacturing plant, working with marketing in NYC, the suppliers in multiple countries, the production floor, the quality team, and the market supply group for 3 brands concurrently to produce and deliver on time and at cost
- Managed three direct reports, setting priorities, teaching logistics methods, mentoring, and guiding development

ENGINEER, SCHEMA DIRECTOR L'OREAL USA | NEW JERSEY JAN 2007 - OCT 2007

- Designed Plant Expansion based on stakeholder interviews with marketing, sales, and logistics to project technology shift and sales 5 years in the future

PRIOR EXPERIENCE: Chemical Engineering Process Expert L'Oreal USA (8/06-12/06); Associate Master Scheduler L'Oreal USA (7/05-7/06); Co-op III Quality Improvement J&L Steel (5/03 - 8/03); Co-ops I & II Project and Process Management GE Lighting (5/02-8/02) & (1/03-5/03)