

“Good design is a gesture of gratitude to the earth”

CMF Design + Sustainability
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MONICA MECHELLA

EXPERIENCE:

Heirloom Design, Sustainability and CMF Design Consultant, February 2020 - Current

- Created trend-driven CMF proposals and renderings, integrating sustainability into design strategies.
- Partnered with clients to implement sustainable solutions, from workshops to actionable plans.
- Built responsible supply chains, meeting certification standards and advancing closed-loop systems.
- Designed strategies to achieve carbon reduction and circularity goals, driving measurable impact

Amazon, Lab 126, June 2010 - February 2020

San Francisco, CA

Positions held: Senior CMF Design Specialist, Accessories Designer and Design Manager

As the Senior **Color Material Finish Design Specialist**:

- Collaborated with industrial designers, engineering teams and the supply chain, to bring a succinct CMF strategy through to mass production for home, mobile, wearable and IoT categories.
- Mapped global trending resources with sales mix data and the go-to-market strategies to create a cohesive core palette that was developed into a broad range of materials and finishes.
- Increased product appeal by introducing new CMF. Sales analysis showed 10-20% increase on millions of units.
- Spearheaded new materials trials that were then introduced and implemented at scale, eventually becoming new standards across product lines.
- Introduced sustainability into the hardware organization by trialing low carbon alternative materials and studying the effects on cosmetics and performance.
- Was instrumental in designing the first product to launch using recycled resins and textiles.

As **Lead Accessories Designer and a Design Manager**:

- Expanded on the accessories portfolio and added to each products use cases for better versatility.
- Lifted covers attach rate to tablets and E-readers by 20%. • Engaged with engineers, researchers, marketing teams, and overseas factories as the lead in creating soft- and hard-goods accessory design collections for 2-3 product launches per year.
- Raised the bar for customer satisfaction, proven by increased customer ratings from 3 to 4+ stars.
- Worked iteratively and tested the market to create a simplified UX while also decreasing part count and therefore saving \$1 to \$3 per unit on the BOM and manufacturing costs.
- Created an efficient design language that was utilized across multiple product generations.

Hlaska Inc., September 2006 - June 2010

Burlingame, CA

Positions held: **Designer, Brand Manager**

As a **Brand Manager**:

- Produced a seamless luxury experience for a start up lifestyle brand called Hlaska.
- Designed and managed the creation of marketing collateral which included: print, packaging interiors, and web design for their e-commerce website and retail locations.
- Managed the creative teams, domestic and overseas vendors, and printers. I was able to create a holistic brand language through clear communication and shared brand awareness.

As a **Designer**:

- Worked directly with the CEO to design and develop a new brand of luxury bags and accessories that included core and premium product lines.
- Developed custom textiles and hardware using premium materials and trims.
- Created technical specification for multiple product lines to communicate with vendors
- Launched their first seasons of men's and women's apparel.

EDUCATION:

LCA Beginner Course- December 2024

OnePointFive (opf.degree) Fellow- Sustainability Consulting Accelerator - Sep 2024 - Dec. 2024

BFA Industrial Design California College of the Arts Dec. 2008

SKILLS:

Computer:

Adobe Creative Suite

Microsoft Suite

Rhino 3D

KeyShot

Bee Tool

Loom

Miro

One-Click LCA

Simapro

Manufacturing:

Injection Molding

Industrial Sewing

3D knitting (Shim Seiki or Stoll)

Screen, Transfer, Inkjet Printing

Bonding (HSA and PSA)

Inmold Decoration (IML)

Veneer Application

CNC Fabrication

Pattern Making

Seam Welding

Jacquard Loom

Metal Casting PVD and DLC Laser

Cutting 3D Forming

Other:

Colorist

Trending

Sketching

Permaculture

Sketch Models

Apparel Design Textiles/

Leather

Painting/ Illustration

Marketing/ Branding

Packaging and Collateral

Project Management

Life Cycle Analysis

GHG accounting

Closed Loop initiatives

Natural Building

[Portfolio and References](#)
[upon request.](#)