

Monorom (Rome) Srey

Herriman, UT

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PROFESSIONAL PROFILE

- Demonstrate leadership excellence through the development and execution of national and global product strategies aligning with company growth objectives.
- Lead, inspire, and build high-performing teams, including designers, managers, and product engineers.
- Manage product life cycles, driving continuous product design and development improvements.
- Excel in negotiating, sourcing, and building strong relationships with overseas manufacturers.
- Maintain a customer-centric mindset with a deep-seated understanding of market trends and translate insights into innovative, best-selling products.

PORTFOLIO <https://www.romeportfolio.com>

EXPERIENCE

Director of Design and Product Development / Brand Manager

Hammerton, Inc (Salt Lake City, UT) | Oct 2020 – Nov 2023

- Manage and direct all aspects of Hammerton Studio's luxury lighting brand
- Define brand positioning strategy, target consumers, and brand action plan.
- Analyze products' performance; strategize profitability for the upcoming season, plan budgets, and set margin goals.
- Identify and present new business opportunities based on market trends, competitor offerings, and projected sales.
- Create lighting design guidelines based on business plans and strategies.
- Ideate collection concepts and design collections and packaging.
- Set project schedules and price goals for collections.
- Work closely with the NPD team and overseas manufacturers to ensure products meet approved concepts, prices, and timelines.
- Review and approve all technical specification and CAD before each development phase.
- Actively lead and source new materials, techniques, products, and manufacturers.
- Track product lifecycle and continuously improving and update current products.
- Responsible for art direction on all marketing materials, including photos, videos, 3D renderings, and 3D animations.
- Oversee all assets for catalogs, marketing materials, brand website, email campaigns, and social media promotions.
- Effectively lead and mentor designers and 3D artist.
- Collaborate closely with executive management, creative team, marketing team, operations, engineers, and production team to ensure project success.

Consulting Design Director & Product Development

Zinvo, LLC (Remote) | Sep 2016 – Oct 2019

- Provide creative direction, conceive new collection ideas, and oversee all product and packaging design and development for automotive-inspired timepiece collections.
- Source vendors, movements, materials, leather, and various components for the products and packaging.

Senior Creative Director, Design & Development

O.C. Tanner (Salt Lake City, UT) | Jul 2017 – Nov 2018

- Provide strategic direction for product design, product development, and engineering solutions for various items such as trophies, jewelry, backpacks, socks, and emblems.
- Source and recommend quality materials, suppliers, and manufacturers for product development.
- Work directly with clients to identify thoughtful, innovative solutions that meet clients' expectations while keeping within the clients' budget.
- Supervise and review all production work to meet goals and the highest quality standards.
- Manage workflow and creative resources and provide creative direction and leadership to the design team.
- Review and provide insightful feedback to the creative team on their work related to strategic goals, concepts, and execution.
- Effectively manage multiple projects and clients in a fast-paced environment.
- Collaborate daily with product managers, marketing team, sales team, operations, and engineers.

Director of Design and Product Development

Geneva Watch Group (New York, NY) | Jul 2010 – Sep 2016

- Manage all aspects of product design and development of manual and digital timepieces for brands Breil USA, Ted Baker, Sperry Top-Sider, Tommy Bahama, Kenneth Cole, BCBGMAXAZRIA, BCBGeneration, and Freestyle.
- Find and validate manufacturing material and component sources to support product growth.
- Responsible for product approvals and collection launches focused on the client's expectations, margin goals, and deadlines.
- Actively participate in cross-functional teams to clarify methods, identify issues, and standardize and improve product development processes.
- Collaborate with senior management, brand managers, and clients to formulate upcoming trends for the following season's watch collection and communicate these ideas and concepts to designers.
- Analyze brands' sales performance and make suggestions for improvements and propose new ideas that will be sales reliable.
- Directly communicate with clients to ensure the design direction meets client expectations and provides exceptional, satisfactory client service.

- Maintain awareness of competitive products and lifestyle trends in the US and foreign markets.
- Communicate with overseas factories; to ensure product development meets design specifications and target price and confirm that the project schedule is maintained and quality issues addressed.
- Use in-depth knowledge of materials, constructions, and manufacturing processes to negotiate and approve prices with factories.
- Directly manage and mentor in-house designers and project coordinators.
- Provide guidance and instruction to overseas project managers, designers, and engineers.
- Maintain strong relationships with outside consultants and vendors with a key understanding of their strengths and limitations.

Design Consultant

(New York, NY) | Jun 2008 – Aug 2015

- Frederick Goldman, Inc – Designed Triton men’s jewelry collection
- Lippincott - Designed Infiniti luggage and bag collection
- Clyde Duneier, Inc - Designed Marc Ecko men’s jewelry collection
- The Metropolitan Museum of Arts - Designed gift and bag collection

Lead Industrial Designer, Anne Klein & Lucky Brand Watch Division

E. Gluck Corporation (Long Island City, NY) | Jul 2007 – Sep 2008

Industrial Designer, Tommy Hilfiger Watch Division

Movado Group (Paramus, NJ) | Apr 2005 – Jul 2007

Industrial Designer, Burberry, Emporio Armani, Michele, Zodiac Timepieces

Fossil Inc (Richardson, TX), Dec 2003 – Apr 2005

PATENTS

Patented Breil Watch, Crown & Crown Protector Design

Geneva Watch Group (New York, NY) | 2014

EDUCATION

BFA, Industrial Design

Parsons School of Design (New York, NY) | 2023

TECHNICAL SKILLS

Hand Sketch, Illustration, 2-D Design, 3-D Design, KeyShot, SolidWorks, Adobe Suite, Microsoft Suite