



Michael Seeley

Design, Thought, & People Leader

Info

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Links

Seeleydesignworks.com

[LinkedIn Profile](#)

[Pinterest](#)

[Instagram](#)

Skills

Creativity & Innovation

Design Strategy

Brand Management

Brand Development

Industrial Design

Team Leadership

Design Thinking

Public Speaking

Hobbies

Youth Sports Coach

Snow & Water Skiing

Soccer

Sailing

Profile

Driven to Create Impact

By identifying opportunities, leading teams, exploring solutions, and creating inspiring design, I have a proven record of delivering impactful results. Ranging from individuals to industry and from project to process, I empower teams with an aligned vision. With a focus on differentiated experience and creating value for others, I have elevated brands and executed products to finest detail. I am committed to providing a dynamically driven and engaged studio culture with an invested servant leadership approach.

Employment History

Global Design Studio Leader - JennAir & Maytag Brands, Whirlpool Corp.

Jan 2018 – Jul 2020 📍 Benton Harbor, MI

Brand Management, & Studio Leadership

Providing Sr. creative direction, studio culture, resource organization/allocation, design strategy, and design governance in all aspects of the brands. (Product, interaction, on/off product digital, pre-purchase & post purchase experience, print messaging & vocabulary, public communications, product photography, showroom design, and influencer/designer partnership relationships.)

- Hands on leader committed to positive studio culture & servant leadership
- Fully engaged with team members to achieve the highest levels of productivity
- Sought to work through challenges and foster a positive team spirit
- Functioned with clear strategic vision and a hands-on approach
- Communicated effectively with leadership to maintain alignment & awareness
- Demonstrated effective cross-functional alignment & collaboration strategies

Global Design Strategy Leader, Food Stream Solutions, Whirlpool Corp.


Apr 2016 – Jan 2018 📍 Benton Harbor, MI

Consumer Products, Design Management

Responsible for leading the exploration, discovery, vision creation, and strategy for all platforms, across all brands within the refrigeration category globally. Fostered and maintained critical cross-functional partnerships and collaborations. Lead many global design and development workshops and executive reviews.

- Global team communication & organization to achieve alignment on goals and strategy
- Strong executive presentation delivery and presence to achieve top level alignments
- Brought forth excellent negotiation skills and a business savvy attitude
- Led & participated in cross-team strategizing activity to achieve optimal goals
- Committed and established future vision and a solid idea of success for team

Global Design Lead, Advanced Cleaning, Whirlpool Corp.


Aug 2013 – Apr 2016  Benton Harbor, MI

Consumer Products, Design Management

Responsible for leading the exploration, discovery, vision creation, and strategy for all platforms, across all brands within the cleaning category globally. Fostered and maintained critical cross-functional partnerships and collaborations. Led many global cross-functional design and development workshops and executive reviews.


- Brought forth empathy and a constant consideration of the perspective of colleagues, business partners, and end consumers
- Cross-functional communication and collaboration
- Strong executive presentation delivery and presence
- Utilized excellent negotiation skills and a business savvy attitude
- Remained committed to a future vision and a solid idea of success

Senior Industrial Designer, Whirlpool Corp.

May 2012 – Aug 2013  Benton Harbor, MI

Responsible for leading creation and delivery of design solutions and direction for multiple dishwasher & cleaning products within the premium brand portfolio. Also contributed to category futuring and strategy team initiatives.

Industrial Designer, Whirlpool Corp.

May 2008 – Aug 2013  Benton Harbor, MI


Advanced Refrigeration, KitchenAid Brand - May, 2008 - Oct, 2008

Cleaning Category, Premium Brands - Oct 2008 - Jul, 2011

Food Stream Solutions Category, All Brands - Jul 2011 - Aug 2013

Responsible for creation and delivery of design solutions and direction for multiple refrigeration products within the JennAir brand portfolio. Also contributed to multiple products within the cleaning category's premium brand portfolio. Responsible for brand futuring and strategy team initiatives globally.


Design Assitant, Duncan Aviation

Jul 2006 – Jul 2008  Battle Creek, MI

Assisted interior design and exterior paint for private and corporate business jets.

Education

Western Michigan University

Jan 2002 – Jul 2008  Kalamazoo, MI

BS, Industrial Design - College of Engineering & Applied Sciences


Minor, Fine Art - Frostic School of Art

President IDSA | WMU Student Chapter 2007-2008

Vice President IDSA | WMU Student Chapter 2006-2007

Extra-curricular activities

Head Coach, Youth Soccer, Saugatuck Public Schools

Aug 2018 – Present  Saugatuck

Head Coach & Organizer for boys youth soccer, ages 10-12.

Intellectual Property Owner - 88 Filed Patents (60 Granted, 28 Pending),
28 Granted Utility, 32 Granted Design

May 2008 – Jul 2020

This patent portfolio ranges from consumer facing appliance components to complex engineering solutions and inventions.

References

References available upon request