

Mike Chmelik

Veteran Product Designer & Design Strategist | Sporting Goods, Tools, Recreation, Medical, and Home Innovation

Experienced product designer and strategic thinker with 18+ years in the field—translating ideas into impactful, manufacturable products across industries. Skilled in leading cross-functional teams, crafting visual design languages (VDLs), and delivering concept-to-production solutions grounded in user insights and performance needs.

Expertise spans sporting goods, outdoor and recreational gear, medical devices, tools and hardware, and home appliances. Technically fluent in CAD (SolidWorks, NX), prototyping, lab testing, and visual storytelling with high-fidelity assets.

Recent focus includes driving AI integration in the design process, leading the adoption of Vizcom, Krea, and MidJourney, and building custom GPTs to enhance client research, brand strategy, and early-stage concept framing.

Senior Industrial Designer IDEAZ | 2021 – 2025

Product Innovation Consulting | Medical, Tools, Recreation, Home Appliances

- Drove concept development and client collaboration for a range of recreational and outdoor products, including robotic pool cleaners, pool pumps, swim goggles, inflatable furniture, and air mattress pumps—blending visual design, ergonomics, and manufacturability.
- Designed and engineered hand and power tools, contributing to the creation of visual design languages (VDLs), initial CAD geometry, and multi-SKU strategies for framing tools and construction hardware.
- Led early-stage industrial design and hands-on testing for medical devices, including diagnostic and life-saving technologies. Contributed through sketching, form development, bench testing, and lab/animal studies to inform usability and functional feasibility.
- Supported innovation pipelines for home appliances such as blenders and air purifiers—translating user insights into differentiated concepts ready for prototyping, refinement, and client presentation.
- Developed industrial displays and demo systems for B2B product launches, including the design and engineering of a next-generation overflow protection display with integrated LED communication logic for harsh industrial environments.
- Led the integration of AI design workflows into studio practice, adopting tools like Vizcom, Krea AI, and MidJourney to accelerate visual iteration while preserving design intent. Created custom GPTs to support client research, brand positioning, and trend analysis.
- Managed projects from proposal to delivery, including drafting scopes of work, creating timelines, and aligning deliverables across design, engineering, and client teams—ensuring on-time execution and high client satisfaction across multi-phase innovation programs.

Product Design & Engineering Manager Cascade Maverik Lacrosse | 2015 – 2021

Sporting Goods | Helmets, Sticks, Protective Equipment

- Led the design and development of products across three core categories: helmets and headgear, sticks, and protective equipment—championing innovation that elevated both performance and brand identity.
- Mentored a multidisciplinary team ranging from interns to senior industrial designers and engineers, fostering a studio culture grounded in creative exploration, cross-functional collaboration, and personal development.
- Collaborated with external design partners to extend internal bandwidth—providing creative direction, design critiques, and timeline management to ensure alignment with brand vision and launch goals.
- Championed new tools and development protocols, improving efficiency in workflows across CAD, prototyping, field validation, and consumer insights integration.
- Researched and translated trends across youth sports and athletic gear into actionable design strategies, aligning with the needs of players, coaches, and retailers.

- Validated product concepts and prototypes through field testing, focus groups, and lab-based performance evaluations—supporting go-to-market decisions with actionable data.
- Participated in leadership training workshops, including StrengthsFinder, DISC, Situational Leadership, Emotional Intelligence, and SMART goal setting—strengthening team guidance and communication.
- Co-led Scrum and Fuel sessions, activating the team’s strengths to spark creative breakthroughs and unblock development bottlenecks.
- Built and refined lab equipment to test and benchmark performance characteristics of both legacy and new product lines—helping establish internal testing standards.
- Actively contributed to the success of several of the brand’s best-selling products still in circulation today, reinforcing Cascade Maverik’s leadership in the lacrosse industry.

Industrial Designer & CAD Engineer Wilson Sporting Goods – Wilson Staff Golf | 2011 – 2015

Golf Equipment | Clubs, CAD Development, Prototyping

- Served as CAD and surfacing lead within the Wilson Staff golf division, transitioning modeling responsibilities in-house and expanding capabilities from SolidWorks to Siemens NX for advanced geometry control.
- Developed parametric base models for irons and woods using Expressions and Part Families—enabling rapid iteration for multiple SKUs across performance tiers.
- Led product design from concept through production on putters, wedges, irons, and woods, several of which received Golf Digest Hot List honors for performance and innovation.
- Revitalized legacy products, including the modern redesign of the iconic Wilson 8802 putter, balancing heritage design with modern performance standards.
- Produced high-fidelity design communication tools, including digital sketches, foam models, 3D printed prototypes, and KeyShot renderings to align engineering, marketing, and manufacturing teams.
- Collaborated with cross-functional stakeholders across R&D, engineering, and brand marketing—traveling to team hubs throughout the year to ensure alignment and performance validation.
- Pursued personal research into player-specific customization, exploring tools and workflows for better fit, performance tuning, and visual expression in golf equipment design.

CAD & Industrial Designer STX + Nike | 2008 – 2011

Sporting Goods | Lacrosse, Field Hockey, Golf

- Served as the principal designer responsible for shaping the product DNA of the newly licensed Nike Lacrosse line—driving visual identity and innovation across multiple product categories.
- Designed and evolved core products across three sports (lacrosse, field hockey, golf), including updates to legacy STX offerings and the creation of new sub-brands that remain in-market over a decade later.
- Collaborated closely with engineering to establish development standards and validation protocols for structural performance and player safety across diverse equipment categories.
- Helped launch over 30 products under the STX and Nike brands, delivering high-performing gear that balanced athlete needs, aesthetic expression, and retail impact.
- Gained rapid exposure to multi-category product development, contributing to fast-paced design cycles and cross-functional problem solving early in my career.