

PJ Mason

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Profile

Designer, maker, leader, entrepreneur, mentor, and lecturer with over 20 years of corporate and consulting experience in Industrial and UX/UI Design. I believe that great product experiences are built on a strong strategic foundation of deep user empathy, and are delivered via hands-on prototyping, rapid visualization, and user co-creation. I am a highly motivated leader and collaborator with a passion for creating and enabling teams and capabilities that create value and opportunities to step change industries.

Core Skills

Strategic - Design Leader - managing internal and external creative teams, Design recruiting, Operations, Design Thinking facilitation and leadership, upstream strategy development, technology development, innovation portfolio management and visualization, multi-level/functional/regional influence and collaboration.

Executional - sketching, high-res visualization, physical & digital prototyping, Fusion 360, Adobe Creative Suite, Figma, and light Front-end UX/UI programming (Swift, Flutter, HTML & CSS).

Professional Experience

Senior Director, Design, P&G - Oral Care & Smart Products

Frankfurt, Germany & Cincinnati, OH - 2014-Present

Oral Care & Smart Products Innovation Design Leader - provide Design leadership to the P&G Oral Care & Smart Products Innovation Design organizations in Kronberg, Germany Beijing, China, and Cincinnati, Ohio in order to deliver category re-platforming programs across multiple innovation verticals, including product, accessories, materials & finishes, and human computer interface.

- Responsible for career plans, budgets, and resource management for a team of 16 Designers, located in North America, China, and Europe
- Led Vision Development for multiple Oral Care & Smart Products Innovation Platforms - Power Oral Care, Manual Oral Care, Accessories, Interactivity, Chemistry - example = Oral-B iO
- Led development of first in P&G Digital Design Capability - from external resources to fully internalized capability deployed against our categories biggest Consumer Jobs-to-be-Done
- Programs either led or co-developed are responsible for \$100's of millions in topline growth for the Oral Care Category over the past 13 years

Principal Design Manager, P&G - Oral Care; Cincinnati, OH - 2010-2014

Oral Care Design Front End Innovation - provide Design leadership to P&G Oral Care organization as part of the multi-functional FEI Leadership Team. Responsible for creating cross-functional relationships and portfolio management systems that ensure trends, consumer understanding, Lighthouse/Design Thinking, and technologies are holistically linked into Oral Care innovation portfolio and then delivered to go-to-market portfolio and initiative teams. Also responsible for Design of Upstream Projects including both First and Second Moments of Truth consumer experience across multiple consumer segments.

- Led visualization & development of portfolio management system used by Category Leadership Team
- Led strategic definition and development of category and company first Augmented Service Offering

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Principal Design Manager, P&G - Hair Care; Cincinnati, OH - 2008-2010

HairCare Design Innovation - provide Design leadership to P&G Beauty and Grooming organization. Led multi-functional teams that delivered a leadership aligned cross-category packaging asset deployment strategy. This strategy re-imagines how HairCare as a category will go to market. Hands-on Design leader on packaging and packing line team that has created the inventions to deliver this vision. Successes include:

- \$55million cost savings year-on-year
- 30% reduction in 3D portfolio complexity
- 50% reduction in time to market for new packaging initiatives
- Highly flexible and highly scaleable manufacturing and development systems
- Responsible for brainstorming, sketch visualization, and building concept CAD for packaging inventions

Senior Design Manager, P&G - Hair Care; Cincinnati, OH & Kobe, Japan - 2005-2008

HairCare / Pantene - led 3D vision development for Pantene brand globally as part of a multi-functional team that re-staged the brand, beginning with product technology and architecture re-inventions. High level of partnership with Graphic Design resources to ensure 2D and 3D assets deliver on Pantene's equity.

- 3D Design Lead on multi-functional team that designed and delivered 3D packaging assets as part of Pantene total brand re-stage to multiple countries and regions globally.
- Collaborated on the delivery of multiple regional brand re-stages to Asia-Pacific region - including VS, Pantene, Pantene Clinicare, and H&S.
- Created 10 year vision for Pantene Treatments and Styling packaging with first step on that path being delivered to market in above mentioned re-stage.

Design Manager, P&G - Fem Care; Cincinnati, OH - 2003-2005

FemCare New Business Development - led the development of a new to the world brand aimed at a FemCare category whitespace. Owned the delivery and creation of conceptual territory definition, inspirational consumer definition, product and packaging design, as well as graphic tonality.

- Delivered the 3rd largest initiative for Fem Care in previous 10 years
- Design Leader for category whitespace expansion leading both brand identity and product innovation from upstream development all the way to go-to-market
- Initiated and cultivated first ever Design partnership with in-house prototypers to deliver 100's of product prototypes for consumer research

Senior Industrial Designer, LPK; Cincinnati, OH - 2000-2003

Industrial Designer, Philips Consumer Electronics; Knoxville, TN - 1999-2000

Co-op Industrial Designer, Philips Consumer Electronics; Knoxville, TN - 1998

Co-op Industrial Designer, Karrot Design Ltd; Hong Kong, China - 1997

Co-op Industrial Designer, Philips Consumer Electronics; Knoxville, TN - 1996

Education

University of Cincinnati, College of Design, Architecture, Art, and Planning Cincinnati, OH
Bachelors of Science in Industrial Design - 1999 - Industrial Design Student of the Year

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Certificates & Awards

German Design Award - Gold - Oral-B iO
iF Design Award - Oral-B iO
Red Dot - Oral-B iO
CES Innovation Award - Oral-B iO
German Design Award - Gold - Oral-B Clic
iF Design Award - Oral-B Clic
Red Dot - Oral-B Clic
Good Design Award - Oral-B Clic
German Design Award - Gold - Oral-B Smart Series 7000 App
Red Dot - Oral-B Smart Series 7000 App
Cannes Lion - Bronze - Oral-B Smart Series 7000 App
Nielsen Norman Group - User Experience Certification
Harvard Business School - Executive Education - Launching New Ventures - 2014
Harvard Business School - Executive Education - Leading Product Innovation - 2010
IDSA/IDEA Bronze Award - GE Buddy Lights