



My design, business and artistic career center around my passion for objects made by hand, a historical knowledge of American and International Decorative Arts, a working knowledge of manufacturing processes in ceramic, glass, wood, metal, basketry, fabric, and a personal desire to create beautiful and useful household objects. It is these ingredients along with embracing a contemporary lifestyle that have enabled me to have a successful and satisfying career in designing, manufacturing, communicating and marketing products for the tabletop, home accent, and personal accessory market.

**CLIENTS**

Among my clients are Barney's, Tiffany, ABC Home, Gump's, Bloomingdales, Bergdorf-Goodman, William-Sonoma, Smith and Hawkins, Pottery Barn, Horchow, Sundance, Neiman-Marcus, Marshall Fields, Martha Stewart, Stonewall Kitchen, Spiegel's, Wooden Spoon, Dillard's, Sundance, Saks Fifth Ave, Macy's, Bendels, LL Bean, Bath and Body Works, Fortunoff, I-Magnum, Bullocks, Country Home, Country Living, Eddie Bauer, The Longaberger Co., and hundreds of independent retail businesses.

**FEATURED IN:**

My design work has been featured in consumer & trade journals among which are Gourmet, Food and Wine, New York Times Magazine, Cosmopolitan, Home Companion, Country Home, Country Living, HFS, Tabletop Today, Gourmet and House Wares, Ohio Magazine, Better Homes and Gardens, & Bon Appetite.

**PROFESSIONAL KNOWLEDGE**

- \* 25 years of product design, development and marketing experience for the tabletop, gift, home accent, gourmet and personal accessory markets.
- \* Marketing and sales experience working in the wholesale trade, retail stores and direct selling marketplace.
- \* Manufacturing knowledge of the processes, equipment, specifications, and timelines for designing products with ceramic, glass, metal, wood, basketry, leather, textile, handbags, and jewelry.
- \* Consumer based product design focus that identifies how consumers incorporate objects into their living environment for beauty, style and use.
- \* Market Research based on identifying lifestyle choices and what people collect
- \* Sourcing and inspiration that includes, research of museum collections, national and international travel, folk art and antique shows, boutique vendors, innovative retailers, individual craftsman, and tradeshow.
- \* Lead role as the creative and artistic director of product design, marketing and innovation.
- \* Experience in developing product themes and narratives.
- \* Strategic ability to conceptualize and direct key product and brand initiatives.

- \* Preparation of strategic documents, concept boards, and product vignettes to present product concepts and stories to senior business leaders and business partners.
- \* Product Development experience in providing global objectives, key design direction, and setting milestones.
- \* Managed and mentored design office, prototype studio, and manufacturing facility
- \* Facilitate and lead product development meetings to ensure that products achieve design vision, cost goals, production standards.
- \* Collaborative ability to resolve cost and production issues and design changes with product development team.
- \* Working partnership with merchants, buyers, agents, purchasing and manufacturing representatives to achieve artistic and business objectives.

**PROFESSIONAL EXPERIENCE**

**The Longaberger Co  
March 1999 to present**

*As the Vice President of Longaberger Product Design I was instrumental in establishing design as a hallmark of the Longaberger handcraft product tradition. I initiated and implemented a design studio and prototype workshop in which I could strategically direct all product design. My primary responsibilities were to provide thematic and artistic direction for each selling season; create brand new collections of products; provide the business with exciting and innovative products;*

*and provide the leadership and stewardship to maintain the legacy of the Longaberger handcraft brand story.*

- \* Chief designer creating and directing new collection in pottery, baskets, glass, wrought iron, furniture, jewelry, textiles, and lighting.
- \* Initiation of Design as a key business partner for a 500 million dollar home accent company.
- \* Responsible to provide design strategy, blue-sky research, investigate new materials and manufacturing techniques, as well as product themes for new product offerings.
- \* Created a design library of materials, finishes, shapes, colors, components, reference materials, textile documents, and sample products.
- \* Established a design center with a design prototype workshop & design studio employing up to 18 individual craftsman and design assistants.
- \* Designed and directed the ceramic collection which became America's largest tabletop pattern with sales in excess of 200 million dollars.
- \* Created a new generation of Longaberger baskets, which reflect both a nod to the tradition of basket making and the art of making wonderful useful and contemporary objects.



- \* Utilization of waste stream resources to create new product lines.
- \* Maintained a consistent level of craftsmanship and quality that current customers expected in Longaberger products.
- \* Provided the words, stories, pictures, and historic references to communicate to the sales field through print, video, and web casts.
- \* Shared my love of craft, my knowledge of decorative arts, and my inspiration of nature with the business leaders and sales associates.
- \* Recognized for innovative, useful & beautiful design work.

**Fioriware Co  
March 1987 to July 2006**

*As the co-founder and President of Fioriware I established a national tabletop company in Zanesville, Ohio. Through my leadership and product design Fioriware became a leader in the casual dinnerware and home accessory market that was offered at major department stores, specialty retailers, catalogues, and galleries throughout America. I designed new collections and introduced to the marketplace fresh looks, new styles, shapes, patterns and products in dinnerware, giftware, furniture, textile, rugs and glassware product categories. Fioriware provided the national market with unique and innovative products, which blossomed into a signature lifestyle brand. Fioriware started as a simple idea to create beautiful and practical tabletop products that combined a European sense of color and design with an American Art Pottery tradition of utility and style.*

*The presence of Fioriware in Zanesville was of historic importance as it contributed to the legacy of great art and craft products produced in this region.*

- \* Designed, modeled and built the tooling and manufacturing processes for production.
- \* Marketed, promoted, and sold product through a national network of tradeshows, showrooms, sales reps, outlet stores, and a destination retail and factory store.
- \* Designed and created the exhibition, showroom, and retail displays.
- \* Created the graphic and photographic branding tools for marketing and selling the product line.
- \* Merchandised and styled product presentation for trade shows, showrooms and store presentation.
- \* Created a multiple marketing strategy to sell products in the bridal registry, gourmet products, upstairs china, downstairs house ware, gift, home accent, decorative accessories, and food service markets.
- \* Restoration and rehab of three historic buildings to house manufacturing, customer service, retail, café, and design operations.
- \* Created the infrastructure to manufacture, design, distribute, and service customers with Fioriware products.

**Decorative Arts Studio  
March 1984 to present**

*I founded an independent design-consulting studio to assist in the development of products, packaging, and printed materials for local, national and international companies. This work has involved concept development, presentations, design documents, actual physical models, production samples; and marketing strategy, planning and implementation. A partial list of contract and licensing relationship includes the following: Tiffany, Portugal Ceramic Companies, Block China, Bath and Body Works, The Longaberger Co., Martha Stewart, Restoration Hardware, Gump's, Smith and Hawkins, L.L. Bean, Waddell Industries, Burley Clay, Autumn Harp, IBM, Xerox, Feenstra Heating, Burlington Recording Studio, Vermont Lottery, New England Gem, Truman University, Glorious Gourmet, Zak's Salsa, Fine Woodworking, Sweet Meadows, Danforth Pewter, Stowe Woolen, and Lankhorst Polywire.*

**ACADEMIC EXPERIENCE & INSTRUCTION**

- \* B.S. Natural Resources University of Michigan 1978 visual communication, oceanography, engineering
- \* Master Studies of Landscape Architecture - University of Michigan 1980 design, planning, engineering, architectural drafting
- \* Masters of Fine Arts Visual Studies Workshop 1982 photography, book arts, printmaking, graphic production
- \* Assistant Professor of Design-Truman University 85-86 packaging, corporate identity, graphic design, art history, advertising

- \* Assistant Professor of Design-St Thomas Aquinas College 86-87 drawing, intro to art, photography, packaging, graphic production
- \* Instructor of Photography Ceramics, Art and Graphic Design ongoing, Rochester Institute of Technology, Visual Studies Workshop, Muskingum College, Ohio University Zanesville

**PERSONAL ACCOMPLISHMENT**

- \* Photography silver, color & digital photography.
- \* Presswork typesetting, proofing, makeup and letterpress printing.
- \* Wood Engraving wood block engraving and printmaking.
- \* Bookbinding layout, signature sewing and binding.
- \* Modeler model maker for ceramic industry
- \* Computer adobe creative suites
- \* Gardening vegetable, fruit and flower gardens.
- \* Board member Ceramic Center, Food Pantry, Religious Community
- \* Restoration building and rehab of historic properties

In all of my endeavors I have cultivated an entrepreneurial spirit that values hard work, honesty, risk taking and integrity. In my roles as a professor, instructor, director, vice president, president, and owner, I acquired the ability to lead, assign projects, set goals, communicate relevant information, assist others with their work, and work as a member of a team. Adaptation and co evolution in the design world are a function of both personal growth and awareness of people and their behavior. I am adept at adapting to new situations, yet I am able to challenge prevailing thinking when it is necessary to find new methods of problem solving. My educational and professional experiences have provided me with the technical and artistic ability to become a designer who appreciates the nature of what can be made, how it is used, and the connection it has to the people who value an objects beauty and utility. Motivated to excel in everyway, I value doing the very best in the best way possible. I am community focused and care about the impact of my efforts as it relates to others in creating a common good and greater purpose.

**HOWARD PELLER**

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