

✉ mjhandfield@hotmail.com  
☎ (819) 816-6065  
🌐 mjhandfield.com  
🌐 linkedin.com/in/marie-jeanne-handfield

# MARIE-JEANNE HANDFIELD

Industrial Designer - MBA

**Industrial designer with an MBA and 10+ years across Ice Hockey protective equipment, AI-to-physical product development, and digital creation. My instinct sits between designer and engineer — equally comfortable sketching, pulling apart a technical constraint, or building a team to create something worth making.**

## EDUCATION

**2024** - MBA  
Strategic Project Management  
*Université Laval*

**2019** - Bachelor's Degree  
Industrial Design  
*Université de Montréal*

**2015** - Diploma of College Studies  
Pure and Applied Sciences  
*Cégep de Drummondville*

## LANGUAGES

French  
Native language

English  
Daily oral and written use

## HONORS

**2023** - Promotion : Product Creation Lead  
*Off/Script*

**2020** - Promotion : Senior Designer  
*CCM Hockey*

**2019** - Academic Excellence Scholarship  
Industrial Design  
*Université de Montréal*

## TECHNICAL SKILLS

**Visual & Brand**  
Illustrator, Photoshop, After effects, Figma, Canva

**AI Workflows**  
Krea, Midjourney, Claude, Flora, Kling, LoRA training

**Project Management & Operations**  
Notion, Shopify, NextSmartShip, Smartsheet, MindManager, Office 365

**3D & Prototyping**  
Rhinoceros, Keyshot, Blender  
*(rusty)*

## Professional Experiences

*References available upon request*

- Since 2025 **Design Director**  
*Dimes* — Fintech credit solution for onchain front-ends
- Led creative direction across product, brand, and marketing.
  - Built the full design system from the ground up — UX/UI, dashboards, brand identity, mascot, motion design, and product storytelling.
  - Engineered custom Claude Skills and trained LoRAs to make the design system self-sufficient and scalable post-handoff.
- 2023 - 25 **Product Creation Lead**  
*Off/Script* — AI-to-market app for creators
- Built and guided a streamlined, high-performing product creation team focused on delivering rapid and efficient growth.
  - Developed an international manufacturing network for a diverse range of products (apparel, accessories, footwear, small furniture, decorative items, etc.), ensuring adherence to established quality standards through participation in trade shows and international fairs (Paris PV, Canton Fair, etc.).
  - Integrated our manufacturing network into our ML-powered sourcing system, automating project routing by manufacturer expertise to continuously reduce time to market.
  - Ensured a structured and efficient management of multiple projects simultaneously, from technical development to production.
  - Rigorous management of timelines, budgets, and cost projections.
  - Designed customized dashboards and internal frameworks to ensure effective project tracking and prioritization.
  - Established trusted relationships with key partners in China and globally, including factory visits and strategic negotiations.
  - Leveraged AI to enhance efficiency in management and design processes.
- 2018 - 23 **Industrial Designer, Sr**  
*CCM Hockey* — Leading ice hockey equipment manufacturer
- Design and development of various components of protective equipment for hockey players and goalies across all skill levels (beginner to elite/pro), including the first complete product line specifically tailored to the female anatomy.
  - Research, market study, ideation, sketching, modeling, and prototyping of innovative concepts.
  - Visual and oral presentations of concepts.
  - Establishing constraints and setting budgetary and timeline objectives.
  - Creation and communication of product/component 2D drawings and tech-packs to suppliers.
  - Identification, analysis, and resolution of design and mass-production issues, both upstream and from the factory floor.
- 2015 - 17 **Industrial Designer, Intern**  
*Soucy International* — Motorsports parts & accessories manufacturer
- Early immersion in the field of industrial design and motorsports, with hands-on experience gained prior to formal studies.
  - Assisted and learned from senior industrial designers and prototyping experts through close collaboration on a variety of projects.
  - Research, market study, ideation, sketching, modeling, and prototyping of innovative concepts.
  - Visual and oral presentations of concepts.
- ## Hobbies and Personal Interests
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| <b>Team sports</b> <ul style="list-style-type: none"><li>- Ice Hockey (Amateur)</li><li>- Volleyball (Competitive: high school and college)</li></ul> | <b>Trips</b> <ul style="list-style-type: none"><li>- Spontaneous adventures around the world</li></ul>   |
| <b>Individual sports</b> <ul style="list-style-type: none"><li>- CrossFit</li><li>- Triathlon (Competitive at a young age)</li><li>- Yoga</li></ul>   | <b>Freelance-driven passions</b> <ul style="list-style-type: none"><li>- Photography (portraits, families, weddings, etc.)</li><li>- Drawing, Art &amp; crafts</li><li>- Technical drawing (Technical assistant at UdeM)</li><li>- Graphic and Web Design</li><li>- Industrial Design (consultations, contracts)</li></ul> |