

# Len Carella Resume

Strong leader in design and development of Footwear, Accessories & Home Goods, particularly ceramic ware, i.e. decorative accessories, tableware, sculpture etc.

Experienced Brand consultant for domestic and international brands.

Extensive technical knowledge and strong design skills combined with a firm understanding of business needs.

Able to analyze markets and determine key items and new business opportunities.

- PRODUCT DESIGN & DEVELOPMENT
- MERCHANDISING
- TREND FORECASTING
- BRANDING
- OVERSEAS & DOMESTIC PRODUCTION
- STAFF MANAGEMENT & DEVELOPMENT

## Service Description

## Employment

### **Global PD+D**

VP of Design

2012 - Present

Working with International brands to identify their needs in Footwear, Accessories and Home design. [globalpdd.com](http://globalpdd.com)

### **LMC Ceramics**

Creative Director & Owner

2000 - Present

Design and create ceramic ware for clients including March, NWBLK, and Small Trade Company in San Francisco as well as various international clients. Past clients include DeVera, Erica Tanov & Tradesmen in San Francisco and The Shop at Bardessono in Yountville, CA. [lencarella.com](http://lencarella.com)