

Scott Castillo

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CORE COMPETENCIES

- Product Development
- Global Sourcing
- Value & Cost Engineering
- Brand & Visual Identity
- 3D Design Tools
- PLM Systems
- SOP Development
- Supplier Management
- Cross-Functional Leadership
- Team Mentoring
- Consumer Insights & Retail Intelligence
- Stage-Gate & NPI Process Development
- Product Roadmap & Go-to-Market Strategy

EDUCATION

Fashion Institute of Design & Merchandising

Associate's Degree, Product Development & Design
2006-2008

Lane Community College

General Education
2004-2006

CERTIFICATIONS

Lean Six Sigma Continuous Improvement

Emory University · 2022

Foundations of Project Management

Coursera · 2022

Footwear Design Certificate

PROFESSIONAL SUMMARY

Senior product design and development leader with nearly 20 years spanning aesthetic direction, go-to-market strategy, global sourcing, and full-lifecycle commercialization across consumer products, soft home, and apparel. Proven track record of building multi-year product roadmaps, leading concept-to-shelf execution, and delivering multimillion-dollar cost and value-engineering results. Deep experience translating consumer insights - gathered through retail partnerships, trade show intelligence, and direct customer engagement - into market-winning products. Equally fluent in creative brand direction and the operational rigor behind it, including custom-built stage-gate frameworks, NPI business case approval, and supplier management across global markets.

PROFESSIONAL EXPERIENCE

Serta Simmons Bedding, LLC

Atlanta, GA

Director of Product Design & Development

Apr 2025 - Present

- Lead product design direction and multi-year product roadmap across all customer-facing products and experiences, aligning launch cadence with brand and retailer calendars; oversee company-wide design projects and a team of 4 designers.
- Delivered approximately \$3.5M in direct product cost reductions and \$1M in annual value-engineering savings.
- Maintain deep retail partnerships with major national accounts — engaging buyers, store leadership, and end consumers at trade shows including Las Vegas Market to translate market intelligence into product direction; partner with Consumer Insights team to survey top purchasing customers and validate design decisions prior to commercialization.
- Cut physical sampling 45% year over year through 3D design tools and built a custom JavaScript-based PLM system in place of off-the-shelf software; reduced tooling spend ~\$60K/year via Airtable workflows.
- Created brand-wide Visual Brand Language guides and 11-step concept-to-completion stage-gate framework (“Tugboat/Speedboat” model); serve as one of six company-wide NPI approvers, co-reviewing pipeline projects bi-weekly to assess margin, capacity, timing, and strategic fit. Serve as Co-Chair of the Mental & Physical Health ERG and Chair of the Engagement Committee.

Sr. Aesthetic Manager & Acting Director

Aug 2023 - Apr 2025

- Developed creative and material direction for a defined brand segment, managing ~80 projects/year across fabric, pattern, color, and componentry from concept through commercialization.
- Managed supplier material procurement, cross-functional product development, material-level testing, and IP protection for the brand segment; built flawless supplier relationships grounded in transparency, clear communication, and deep technical fluency.

Carter's, Inc.

Atlanta, GA

Arsutoria · 2016

Leadership Training

Serta Simmons (2026) · Chico's (2016)

PATENTS

3 utility patents filed in fabric construction methods — details available upon request.

Product Development & Commercialization Manager Sep 2017 – Aug 2023

- Oversaw OshKosh B'gosh Boys Playwear, Baby, Denim, and WBO programs (~1,500 SKUs/year), delivering commercially viable product at a 99.6% on-time delivery rate.
- Managed all overseas RFQs/RFPs and production quality standards; expertise in SGS and Bureau Veritas testing and the Oeko-Tex certification process.
- Earlier scope across Exclusive Brands and Mass Channel: led Child of Mine (Walmart) and Target JOY baby and playwear lines, 500–800 SKUs/year.
- Co-chaired Carter's SOP ERG, architecting and rolling out stage-gate process documentation across all PD functions company-wide; chaired GOALS Committee driving PD team KPIs and career development.
- Oversaw a team of 4

Chico's FAS, Inc.

Fort Myers, FL

Global Sourcing Manager

Oct 2016 – Sep 2017

- Led an in-house team and vendor partnership across footwear, handbags, jewelry, and cold-weather accessories (~10,000 SKUs/year), including international factory and mill training and vendor onboarding.
- Oversaw a team of 9

Product Development Manager

Dec 2011 – Oct 2016

- Owned the full product lifecycle - design, color, tech packs, costing, and vendor communication - for handbags, belts, hats, legwear, and gifting (~5,000 SKUs/year).
- Oversaw a team of 7

EARLY CAREER

Apparel Technical Design & Pre-Production

Jan 2006 – Dec 2011

Progressed through technical design and pre-production roles across the Los Angeles apparel market - including Bailey Blue Clothing, Clothing for Modern Times, and Filati - developing knitwear technical specifications, leading fit sessions, and managing local vendor and mill production for wholesale accounts. Further detail available on request.

ENTREPRENEURIAL VENTURES

ThreadCareers.com — Owner & Application Developer

Jan 2026 – Present

Built and maintain a specialized job board for textile and fashion creatives -self-taught JavaScript and developed the application and user-facing features end to end.

Buck & Doll Designs — Founder

Jan 2019 – Present

Restore rare Mid-Century Modern furniture and casegoods; manage ~40 restoration projects per year generating ~\$125K in annual revenue. Hands-on working knowledge of wood construction, joinery, upholstery methods, and finishing directly applicable to durable goods manufacturing.