

PAUL CHOATE

Design, Product Development & Creative Technology Leader

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EXECUTIVE SUMMARY

Design, product development, and creative technology leader with 18+ years of experience delivering products, environments, automation systems, and customer experiences from concept through deployment. Proven track record leading cross-functional teams across design, engineering, manufacturing, and operations to transform complex ideas into scalable solutions. Background spans industrial design, hardware development, retail innovation, fabrication, and emerging technology. Currently developing AI-native workflows and automation systems that accelerate creative production, decision-making, and operational efficiency.

PROFESSIONAL EXPERIENCE

David Yurman, New York

2018 – June 2026

Senior Visual Merchandising Consultant, Global Retail Programs — Embedded Product & Production Leadership

- Directed end-to-end development and deployment of global retail experience systems from concept through installation, managing scope, stakeholders, vendors, and execution quality.
- Contributed to global retail initiatives spanning 57 retail locations, 248 wholesale locations, four international markets, and 30+ campaigns.
- Led alignment across merchandising, creative, engineering, operations, and executive teams to deliver global retail initiatives supporting brand, customer experience, and business objectives.
- Led complex cross-functional initiatives involving technical constraints, manufacturing requirements, and aggressive delivery schedules.
- Built scalable design, documentation, and production systems supporting flagship launches, seasonal campaigns, and fixture programs with budgets ranging from \$150K to \$1.2M.
- Established and maintained global retail design standards, evaluating concepts, prototypes, drawings, and installations while providing actionable feedback to internal teams and external partners to ensure brand consistency and execution quality.

Paul Choate LLC

2023 – Present

Founder — Creative Technology & Design Innovation

- Designed and built custom CNC-based painting and automation systems integrating mechanical design, motion control, fabrication processes, software-driven workflows, and custom tool-changing mechanisms.
- Developed integrated workflows combining physical automation, AI-assisted software development, custom tooling, and creative production systems to accelerate experimentation and content creation.
- Built internal software and AI-powered tools supporting research, planning, documentation, operational decision-making, and creative development.
- Designed and built seven custom robotic painting and automation systems over a ten-year period, integrating mechanical design, motion control, software development, and creative production workflows.
- Mentored collaborators and reviewed creative, technical, and AI-assisted workflows, providing structured feedback to improve execution quality, system reliability, and project outcomes.

Trak-Kit, New York

2016 – 2018

Lead Industrial Designer & Fabrication Lead — Automated AV Systems Lead

- Led development of automated hardware systems integrating mechanical engineering, electronics, motion control, software interfaces, and user-centered experiences.
- Delivered custom automated systems for enterprise clients including NBC, Microsoft, and Booz Allen Hamilton through projects ranging from \$50K to \$800K in value.

- Directed cross-functional teams across engineering, fabrication, software, and client stakeholders to transform technical requirements into production-ready solutions.
- Managed projects through the complete product development lifecycle, from concept development and prototyping through manufacturing, deployment, and post-launch support.

MAC Cosmetics, New York

2017 – 2018

Visual Merchandising & Fabrication Lead — Contract

- Partnered with global merchandising, graphic, and packaging teams to deliver scalable 360° campaign display systems under aggressive timelines and cost targets.
- Standardized CAD, rendering, and production workflows, accelerating approvals, improving vendor execution, and increasing in-store SKU capacity.

R-Squared

2015 – 2016

Lead Fabrication Engineer — Luxury Retail

- Led end-to-end design and manufacturing of custom retail systems for global brands, owning CAD, engineering, cost estimating, production, quality, and installation.
- Partnered directly with clients including Brooks Brothers, Ferragamo, Nordstrom, MAC Cosmetics, Porsche, and Tiffany & Co., delivering premium, production-ready solutions.

SKILLS

Leadership & Operations: Cross-functional Leadership • Strategic Planning • Program Management • Product Development • Stakeholder Alignment • Vendor Management • Risk Management

Design & Product Development: Industrial Design • Experiential Design • CAD Development • Prototyping • DFM • Manufacturing • Product Lifecycle Management

Creative Technology: AI Workflow Development • Agent Orchestration • Automation Systems • Creative Coding • Hardware/Software Integration

Software: Rhino • SolidWorks • Adobe Creative Suite • V-Ray • Monday.com • Microsoft Office

EDUCATION

Rhode Island School of Design (RISD) | BFA, Industrial Design

University of Phoenix | MBA, Business Administration