

PAUL CHOATE

Design · Product Development · Creative Technology

Builder of systems, products, environments, and experiences.

- Cross-Functional Leadership
- Product Development
- Global Deployment
- AI-Native Workflows
- Hardware + Physical Systems

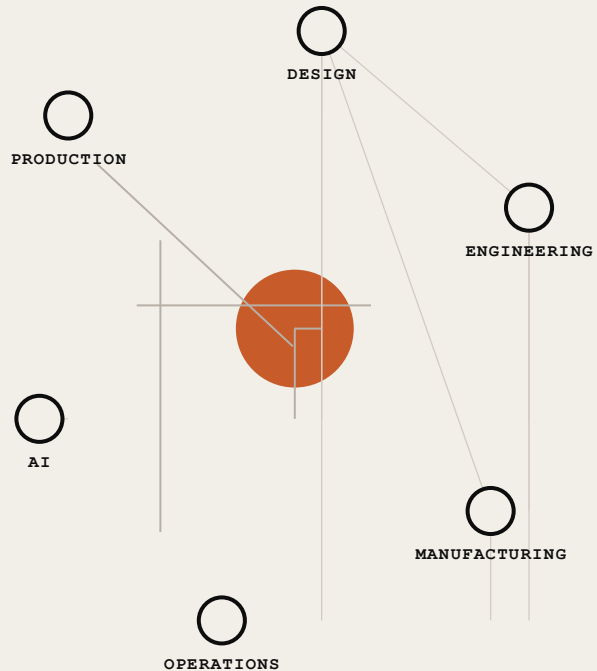


FIG. 01 · SIX DISCIPLINES, ONE PRODUCER

WHO I AM

One page. Not a bio. A diagram.

18+ YEARS OF
PRACTICE

Design · Engineering
Production · Operations

Leading at the intersection of physical design, engineering systems, and emerging technology.

ACROSS

01 **Product Development**

02 **Industrial Design**

03 **Experiential Design**

04 **Automation**

05 **Manufacturing**

06 **Emerging Technology**

SELECTED CLIENTS

David Yurman | Tiffany & Co.

NBC | Ferragamo

Microsoft | Brooks Brothers

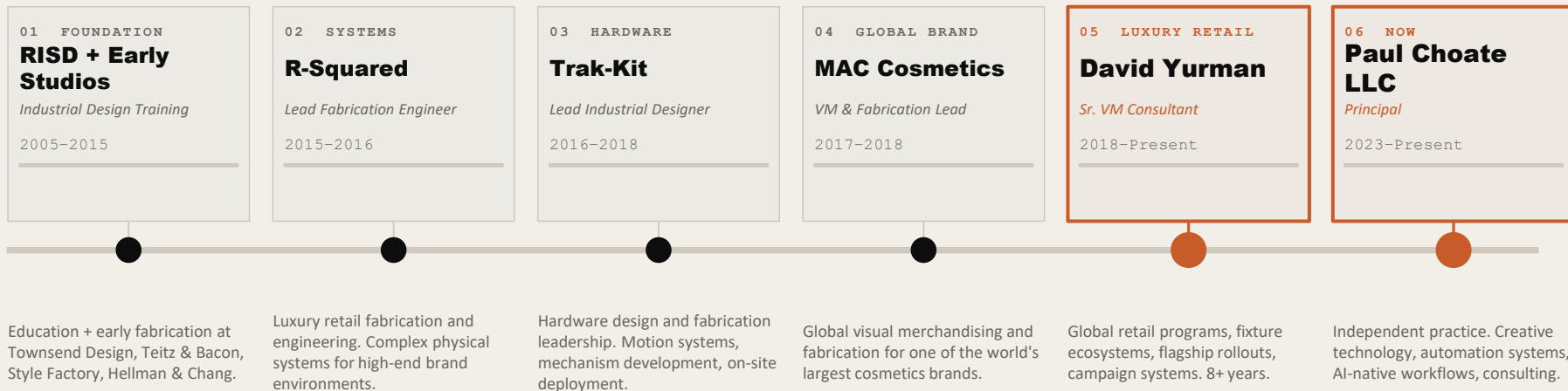
Booz Allen Hamilton | Warby Parker

MAC Cosmetics | Patagonia

Porsche | Nordstrom

For 18+ years I have operated at the intersection of design, engineering, production, and operations.

18+ years across luxury retail, hardware, software, and physical environments.



A career built on building — from individual fabrication to global program leadership.

HOW I LEAD.

The slide nobody else has.

"Great physical experiences emerge when design, engineering, and manufacturing operate as one system."

— Paul Choate

01 Systems Thinking

I don't design objects — I design systems. Every fixture, product, or environment is part of a larger operational and creative ecosystem that must function across teams, markets, and time.

02 Design Through Execution

The best ideas survive contact with reality. I stay connected to fabrication, manufacturing, and deployment — not because I micromanage, but because real constraints make design stronger.

03 Technology as an Enabler

AI, automation, and software tools aren't gimmicks — they're force multipliers. I actively build AI-native workflows that make teams faster, smarter, and more creatively ambitious.

04 Prototype Early

Decisions made at the whiteboard cost less than decisions made at the factory. I push teams to build rough prototypes fast, learn quickly, and iterate before commitment.

05 Scale Intelligently

A solution that works in one flagship but fails at rollout isn't a solution. I design for the full deployment from day one — balancing creative vision with operational reality.

Leadership is not a title. It's the moment when creative ambition, operational discipline, and human collaboration converge.

DAVID YURMAN

Global Retail Systems & Experience Platforms

57

Retail
Locations

248

Wholesale
Locations

4

International
Markets

30+

Global
Campaigns

\$1.2M

Peak Program
Budget

Senior Visual Merchandising Consultant · Embedded Product & Production Leadership · 2018-2026





BRAND CODE RESET

STRATEGIC OPPORTUNITY

Miami Design District serves as a global luxury retail laboratory. The architecture demanded a modern reinterpretation of brand identity — legacy merchandising systems were misaligned with the new environment.

DESIGN CHALLENGE

Reconciling large modern volumes with delicate jewelry scale. Evolving brand aesthetic while protecting DNA. Maximizing product storytelling without visual clutter.

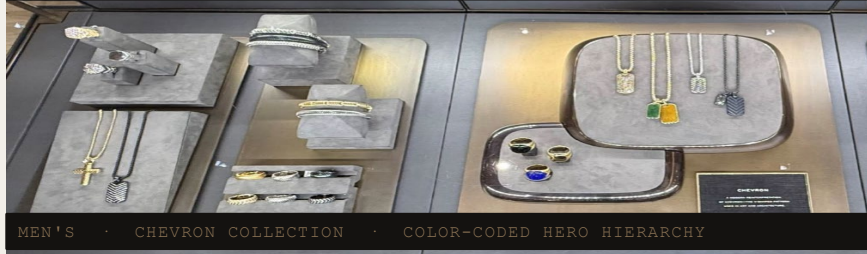
OUTCOME

Delivered a merchandising framework subsequently adopted across David Yurman flagship environments worldwide — setting the visual language standard for the brand's next retail generation.





WOMEN'S · SCULPTED CABLE HERO CASE · MADISON AVE FLAGSHIP



MEN'S · CHEVRON COLLECTION · COLOR-CODED HERO HIERARCHY

HERO PRODUCT PROGRAM

5-PHASE DEVELOPMENT FRAMEWORK

01 Observation

Traditional cases show uniform rhythm, limited storytelling, under-leveraged hero products.

02 Design Hypothesis

Permanent hero infrastructure integrated into the fixture system from day one.

03 Design Framework

Hero Activation Toolkit: lighting hierarchy, material contrast, color cues, negative space.

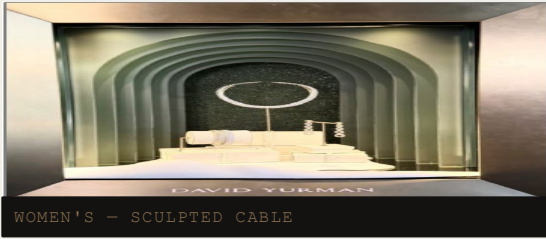
04 Deployment

Madison flagship: Sculpted Cable hero exploration, color-coded indicators, crescendo hierarchy.

05 Strategic Result

Framework adopted as the permanent standard for hero product storytelling across all David Yurman retail tiers — scalable infrastructure, consistent execution.

Retail environments perform best when storytelling is built into the infrastructure, not layered on top of it.



HOLIDAY CAMPAIGN SYSTEM

Holiday 2025 · Modular Retail Campaign Platform

01 Campaign Mandate

High-impact holiday storytelling across global stores without operational disruption.

02 Modular Platform

Reusable component architecture enabling rapid deployment and brand consistency across store tiers.

03 Tiered Strategy

Flagship (immersive) → Tier 1 (graphic + fixture) → Tier 2 (modular kit). One system, three expressions.

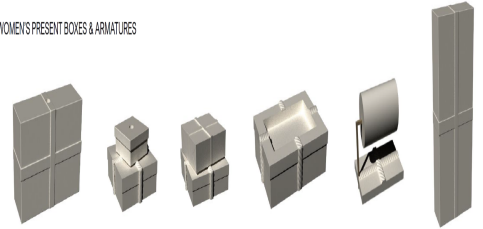
04 Storytelling Language

Jewel-tone lighting, reflective surfaces, precious metal finishes, sculptural armatures.

FIXTURE SYSTEM

Women's Present Boxes & Armatures

WOMEN'S PRESENT BOXES & ARMATURES



NECK FORM PRESENT BOX

EARRING PRESENT BOX STACK

RING PRESENT BOX STACK

BRACELET BOX

WOMEN'S BRACELET BAR

TALL PRESENT NECK FORM



SCULPTED CABLE FLEX - 11mm (Sheet Doors)

SCULPTED CABLE FLEX

MADISON

PAVE CHAIN

NECKER EARRING

EARRING STAND

Delivered measurable lift in hero product visibility across 57 retail locations and 248 wholesale doors — establishing a reusable campaign platform now deployed each season without rebuild.

MODULAR COMPONENT SYSTEM

Hierarchical framework for adaptable retail fixtures. Layered modular programs supporting up to 2,300 SKUs.

● ARMATURE LANGUAGE

Display forms and holders — interchangeable across collections

● MODULAR INSERTS UPGRADABLE

Insert tray system upgradable per season without case replacement

● FLAGSHIP METAL / FLEET RESIN

Tiered material spec — premium for flagship, resin for fleet stores

● INTERCHANGEABLE

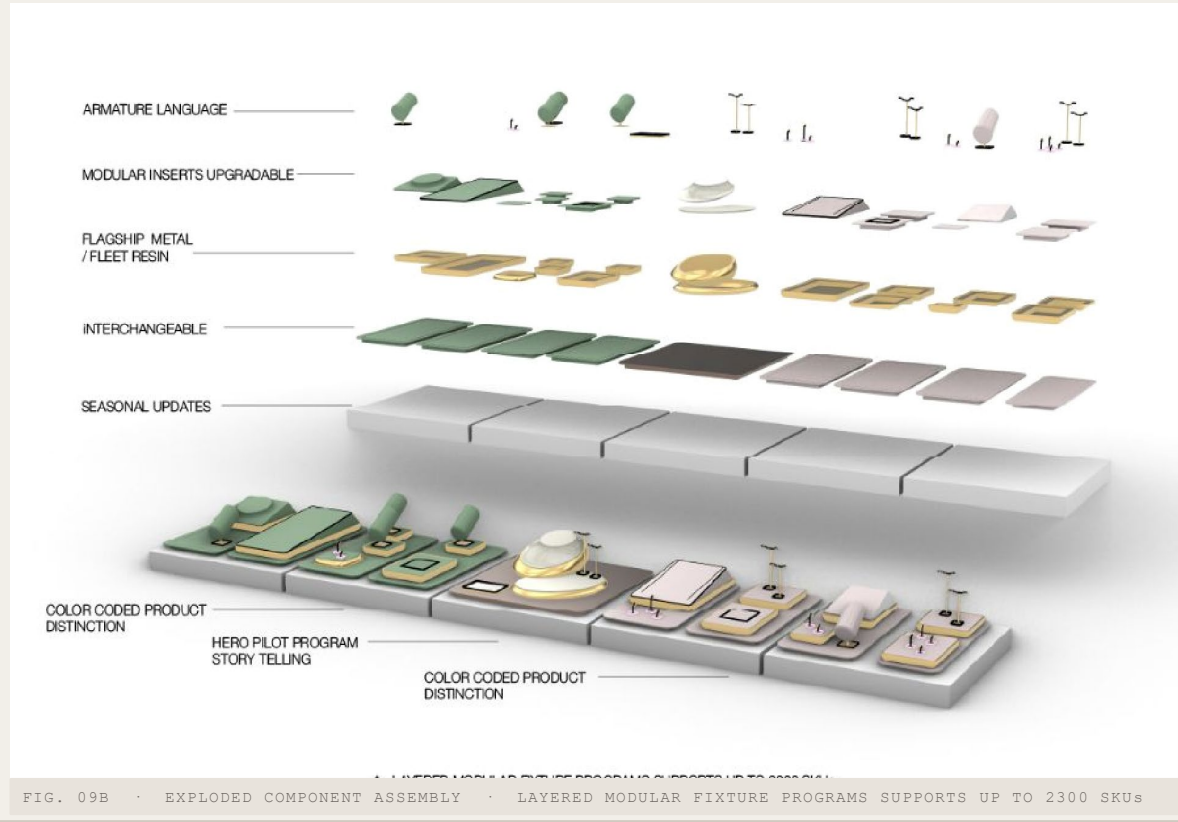
Panels, liners, and surface materials swapped seasonally

● SEASONAL UPDATES

Base platform and tray system — permanent infrastructure

● COLOR CODED DISTINCTION

Visual hierarchy system identifying hero vs. standard product



The modular system eliminates one-off builds -- every seasonal change becomes a swap, not a replacement.

0 2

SECTION

AUTOMATION + PRODUCT DEVELOPMENT

TRAK-KIT

NBC · MICROSOFT · BOOZ ALLEN

AUTOMATION SYSTEMS

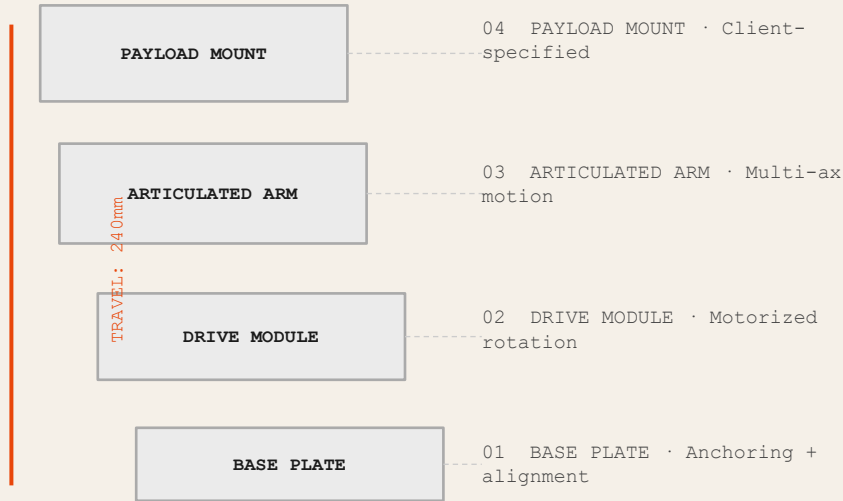
MOTION SYSTEMS

INTERACTIVE ENVIRONMENTS

Reality-Labs-adjacent: physical systems shipped to real environments.

TRAK-KIT

Hardware + experience systems. Motion, fabrication, deployment.



ENTERPRISE CLIENTS

NBC

MICROSOFT

BOOZ ALLEN HAMILTON

PRODUCTION CAPABILITIES

- Motion systems engineering
- Custom mechanical fabrication
- On-site deployment
- Iterative client review cycles

"Reality-Labs-adjacent: physical systems shipped to real environments."

TRAK-KIT

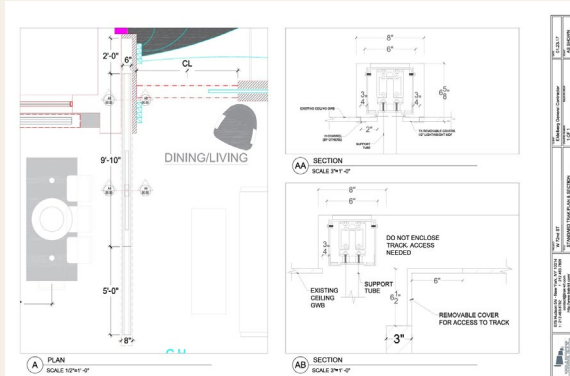
NBC · MICROSOFT · BOOZ ALLEN

TRADE SHOW DEPLOYMENT · *Hardware + experience systems. Motion, fabrication, deployment* · TECHNICAL DRAWING

INSTALLED ENVIRONMENT



HARDWARE DETAIL · DRIVE MODULE



PRODUCTION CAPABILITIES

Motion systems engineering · Custom mechanical fabrication

On-site deployment · Iterative client review cycles

Technical drawings · Full lifecycle from brief to install

“Reality-Labs-adjacent: physical systems shipped to real environments.”

AUTOMATED AV SYSTEM

ROLE Lead Industrial Designer

SCOPE \$50K-\$800K Programs

CLIENTS NBC · Microsoft · Booz Allen

Case Study: Enterprise Hardware + Experience Delivery

01

PROBLEM

Enterprise clients including NBC, Microsoft, and Booz Allen required custom automated AV and motion systems that didn't exist off the shelf — with no tolerance for failure at deployment.

02

SOLUTION

Designed and engineered bespoke automated hardware systems integrating motion control, electronics, mechanical fabrication, and software interfaces tailored to each client's environment.

03

PROCESS

Full product lifecycle — client brief → mechanical design → prototyping → fabrication → system integration → on-site deployment and post-launch support across programs ranging \$50K-\$800K.

04

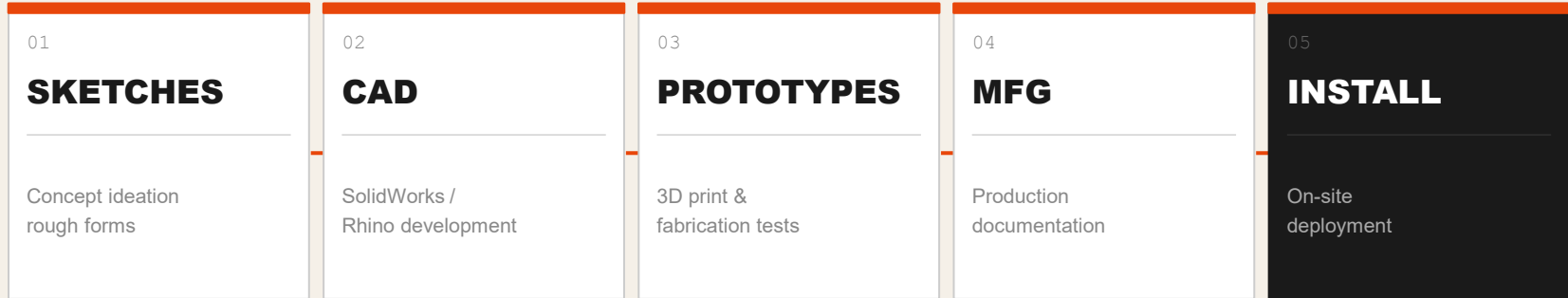
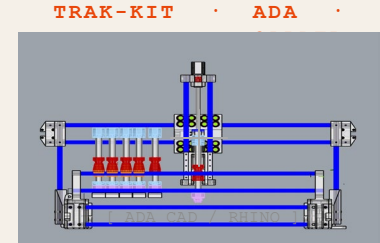
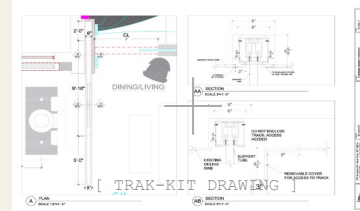
RESULT

Delivered production-ready automated systems across \$50K-\$800K programs for NBC, Microsoft, and Booz Allen Hamilton. Zero deployment failures. Full cross-functional ownership from brief through on-site install.

Systems built to ship. Clients that demand it.

PAUL'S DEVELOPMENT LIFECYCLE

From first sketch to deployed system — built across Trak-Kit, Calder, and Ada.



→ This discipline is the foundation of every system built.

03

SECTION

CREATIVE TECHNOLOGY

DIFFERENTIATOR

Most applicants don't have this.

This is the slide that makes Microsoft and Meta lean forward.

AI WORKFLOWS

AGENT ORCHESTRATION

AUTOMATION SYSTEMS

RESEARCH PIPELINES

CREATIVE ACCELERATION

AI & CREATIVE TECHNOLOGY

Production infrastructure. Not demos. In active use across creative, research, and fabrication workflows.

AI WORKFLOWS

Custom AI-assisted tools built with vibe-coded apps and agent pipelines. Deployed across creative production workflows. Active daily use.

AGENT SYSTEMS

OpenClaw: multi-agent production system. 5 named agents. Each owns one production bottleneck. Composes into a full creative loop.

AUTOMATION

Physical + digital automation pipelines integrating CNC robotics, generative image systems, and automated fabrication workflows.

RESEARCH PIPELINES

Automated research retrieval, competitive analysis, and knowledge pipelines. Replaced 6+ hours of weekly manual overhead.

CREATIVE ACCELERATION

AI-native content creation and iterative design loops that compress weeks into hours. Applied to 30+ DY campaigns and portfolio projects.

OPENCLAW ECOSYSTEM

Multi-agent AI infrastructure — not demos. Production workflows.



VERA

production review

Reviews output for quality + consistency

SCOUT

research + retrieval

Automated research + competitive intel

ELIO

creative iteration

Rapid creative loops + iteration cycles

ARCHIE

knowledge ops

Knowledge mgmt + documentation

ASTER

systems coordination

Cross-agent routing + task coordination

PROBLEM

Production teams hit recurring bottlenecks — review, research, creative iteration.

WORKFLOW

Each agent owns one bottleneck; agents compose into a production loop.

RESULT

Faster cycles. Higher quality. Less coordination overhead.

BUILDING CUSTOM AUTOMATION SYSTEMS

From CNC routers to software integration. Every layer built in-house.

01 CNC ROUTERS

7+

Machines Built

02 TOOL CHANGERS

30+

Printed Parts

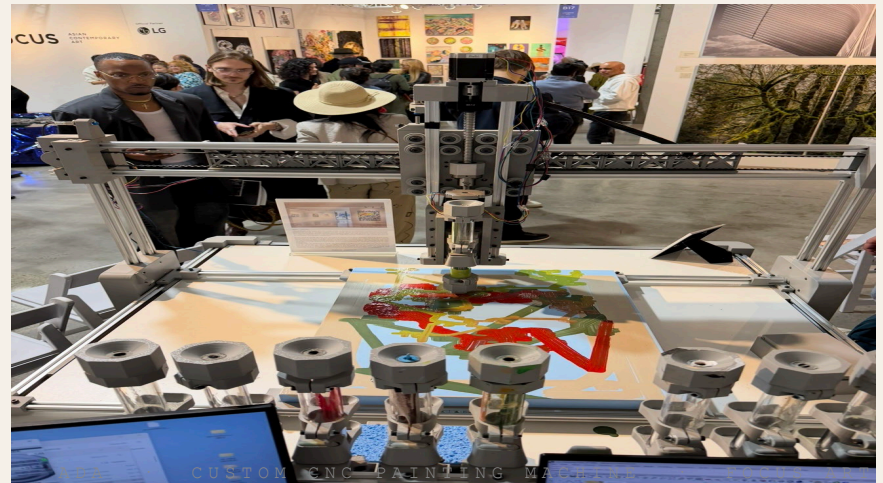
03 BRUSH PROTOTYPES

15+

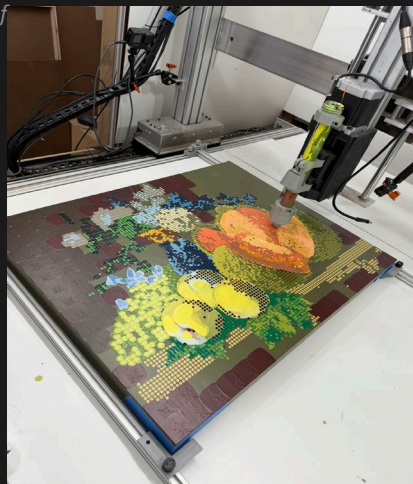
Custom End-Effectors

"The output isn't the painting. The output is the system that makes the painting."

I BUILD THINGS.



CALDER — V1



ADA — V2

Multi-brush, tool changer, full brush ecosystem.

THE PROGRESSION

Calder was the prototype that proved the concept. Ada was the engineered system that took it to production.

CALDER

Single-brush CNC system. Proved that machine-driven painting was viable. Produced exhibition-quality output.

ADA

Full multi-brush platform. Custom tool changer. 15+ end-effectors. Deployed live at FOCUS Art Fair 2026. 100+ paintings.

“Every machine is a thesis. Every painting is a proof.”

ADA

Machine-driven creative platform.

Custom hardware. Custom brushes. Custom software.

01

PROBLEM

Create painterly robotic motion that felt like a human artist, not a printer.

02

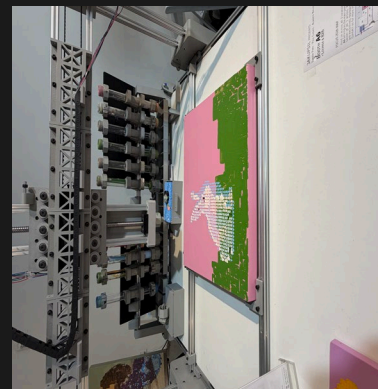
APPROACH

Design custom hardware, develop 15+ brush end-effectors, build tool changer, write motion software.

03

RESULT

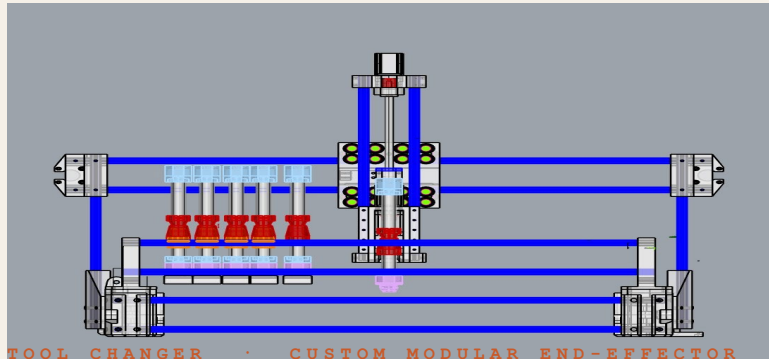
Deployed at FOCUS Art Fair 2026. 100+ paintings. Machine-driven creative platform operating live.



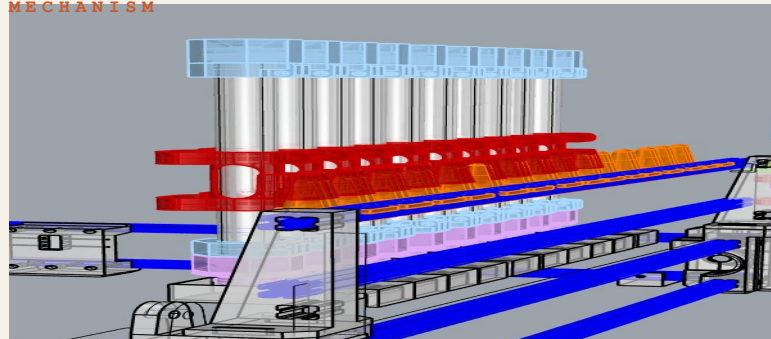
ADA · ENGINEERING ARTIFACTS

Rhino CAD assemblies. Custom tool changer. Proprietary brush end-effector system.

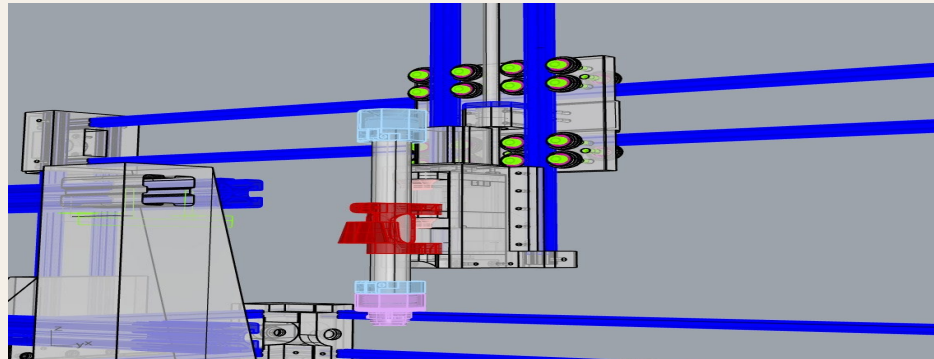
RHINO CAD · FRONT VIEW ASSEMBLY



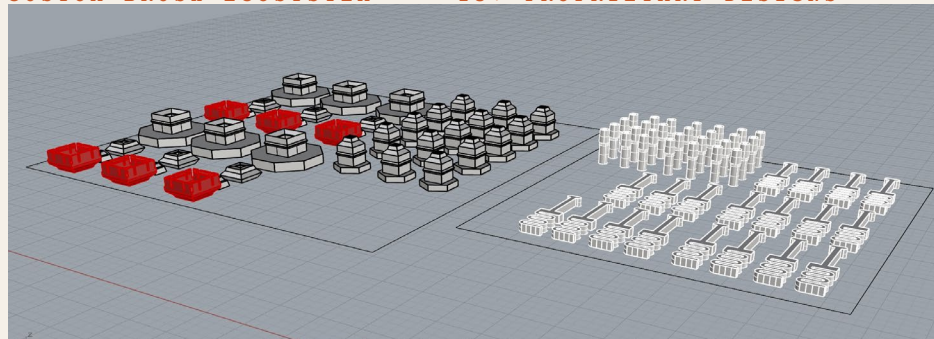
TOOL CHANGER · CUSTOM MODULAR END-EFFECTOR MECHANISM



RHINO CAD · ISOMETRIC ASSEMBLY WITH DIMENSIONS



CUSTOM BRUSH ECOSYSTEM · 15+ PROPRIETARY DESIGNS



0 4

SECTION

VISION

Where design, engineering, and intelligence converge.

PHYSICAL + DIGITAL CONVERGENCE

HUMAN-MACHINE COLLABORATION

RAPID PROTOTYPING

INTELLIGENT WORKFLOWS

FUTURE OF CREATIVE TECHNOLOGY

Creative technology is shifting from tools toward integrated systems — platforms where software, machines, and physical environments work together to produce new forms of output that no single discipline could achieve alone.

"The next generation of design leaders will build creative platforms, not just individual projects."

PHYSICAL + DIGITAL CONVERGENCE

The boundary between physical fabrication and digital systems is dissolving. The most powerful work lives in that threshold — machines that paint, environments that respond, objects that carry intelligence.

HUMAN-MACHINE COLLABORATION

The goal isn't automation for its own sake — it's augmenting human creativity. The machine handles repetition and scale. The human handles judgment, taste, and vision.

RAPID PROTOTYPING AS CULTURE

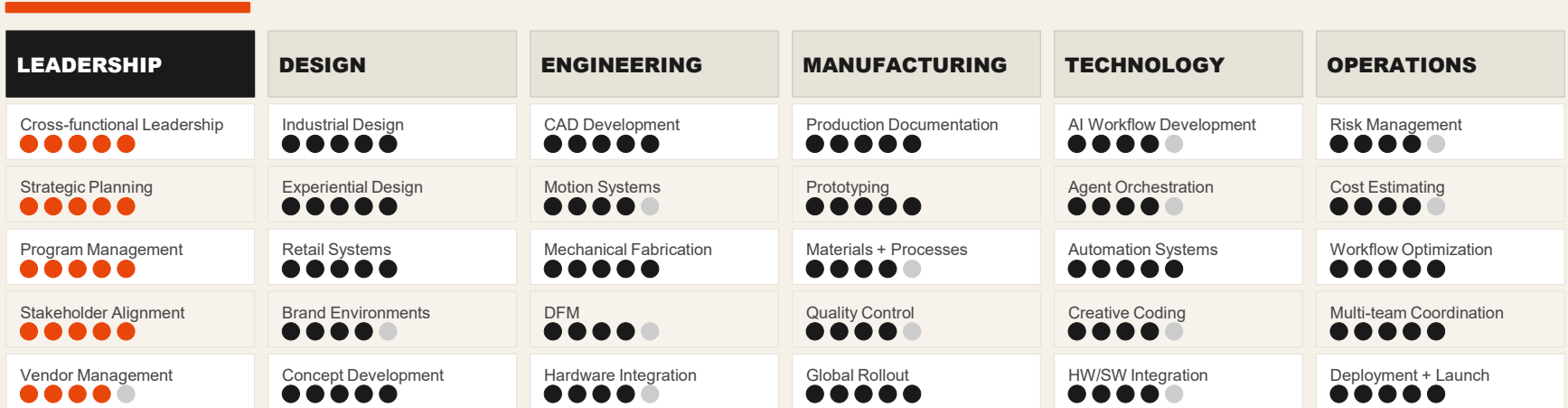
Speed of iteration is the real competitive advantage. Organizations that can test a physical prototype in a day and a digital system in an hour will outpace those that can't.

INTELLIGENT WORKFLOWS

AI doesn't replace creative leadership — it removes the friction that slows it down. The future belongs to leaders who can design workflows as fluently as they design products.

CAPABILITIES MATRIX

Where I operate across the production lifecycle.



● = Expert ● = Advanced

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*"Building systems, products, environments, and technologies
that transform ideas into reality."*

EMAIL

paulchoate@gmail.com

WEBSITE

paulchoate.com

LINKEDIN

linkedin.com/in/paulchoate

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