

Blaise Bertrand

Head of Innovation Enablement

San Francisco, CA, United States | [LinkedIn](#) | [Website](#)

Award-winning design executive with 25+ years driving breakthrough product innovation and leading multidisciplinary teams across hardware, software, and brand strategy at companies like Meta, Google, IDEO, and Adobe.

EXPERIENCE

Director of Product Design Mar 2026 — Present
Handshake *San Francisco Bay Area*

Founder/Design & Innovation Consultant Aug 2022 — Present
Blaise Bertrand Design Consulting *San Francisco, CA*
Consulted on complex design and innovation challenges for corporate and nonprofit clients. Contributed to creating and running the first Parenting conference in Abu Dhabi. Designed a transformational communication curriculum for a leading French insurance company and a breakthrough wellness brand and experience.

Executive Design Director May 2019 — Dec 2022
Heath Ceramics *San Francisco, California*
Provided creative leadership for all product design, marketing, and communication activities. Led the company through COVID-19 with new product innovation, eCommerce development, and a customer-centric approach that delivered the highest EBITDA results in company history. Developed cross-functional collaborations and strategic product roadmaps, including a collaboration with artist Andy Goldsworthy and a new tile line launched during clay supply constraints.

Head of Creative @ Building 8 Aug 2016 — Dec 2019
Facebook *Menlo Park, CA*
Led all creative activities for Building 8's mission to develop category-defining consumer hardware products. As senior leadership team member, oversaw industrial design, user research, brand, and user interaction. Designed two generations of consumer hardware products within two years, with Portal launching nationwide in Q4 2018. Led early-stage innovation for Augmented Reality and AI efforts.

Head of Creative - Google ATAP Jan 2016 — Dec 2019
Google Atap *Mountain View, CA*
Led marketing, brand, research, industrial design, and UX design for Advanced Technology and Projects to create disruptive innovations. Directed Project Ara's ID, UX, and brand strategy for the developer edition, producing a video teaser viewed over 3 million times. Project Ara generated 930M impressions on Twitter and trended internationally. Designed and executed the ATAP website introducing all projects.

Head of Innovation Enablement Oct 2015 — Jan 2026
Wells Fargo *San Francisco Bay Area*
Led multidisciplinary teams of product managers, designers, and behavioral science researchers to design new business visions and roadmaps. Managed innovation incubation from research through new product development, including AI initiatives. Synthesized data from multiple sources to identify user insights guiding strategy and product definition, while developing human-centered learning experiences for internal teams.

Partner/Managing Director Aug 2004 — Dec 2016
IDEO *Palo Alto, CA*
Led evolution of IDEO's headquarters while driving year-over-year business growth and redefining company culture. Strengthened client relationships with Samsung, Fender, Western Digital, and Nike resulting in award-winning products. Created the transportation domain and portfolio vision serving global clients including Renault, Nissan, Ford, Hyundai, and Mercedes Benz. Established Designs On, an innovation platform exploring themes like food, climate, and aging. Developed new career growth processes based on Career Maps.

Senior Industrial Designer Aug 2001 — Dec 2005
Motorola Mobility *San Francisco/Milan, Italy*
Led the 3G design product portfolio based in Milan. Designed the first 3G headset family and contributed to winning three carrier contracts in Italy. Designed award-winning vision concepts for 3G technology demonstrated at Cebit 2001.

Senior UI Designer Aug 2000 — Dec 2001
Adobe Systems *San Francisco, CA*
Collaborated with product leadership to define requirements for eBook authoring tools based on Adobe Acrobat. Identified synergies and optimization opportunities across workflows, channels, devices, and segments. Led the design and development of Adobe's first eBook initiative.

Senior Industrial Designer Aug 1994 — Dec 2000
IDEO *San Francisco, CA*

Designed award-winning products for TiVo, TDK, Medtronic, and Nike. Created a time capsule concept selected as finalist in New York Times competition. Two lamp designs were exhibited at the Cooper-Hewitt National Design Museum in New York.

EDUCATION

ENSCI - Les Ateliers

Jun 1995

Master's degree in Industrial Design

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Jun 1992

Bachelor's degree in Industrial Design

CERTIFICATIONS

Design Excellence Award Winner, Industrial Designers Society of America - IDSA

Breaking in: Over 100 Product Designers Reveal How to Build a Portfolio That Will Get You Hired,

SKILLS

User Experience (UX) · Human Centered AI Design · Digital Strategy · Innovation Systems · Artificial Intelligence (AI) · Design Strategy · Design Thinking · Industrial Design · Brand Strategy · Creative Marketing · User-centered Design · Brand Development · Concept Development · Experience Design · Foosball · Innovation Management · Product Design · Service Design · Usability Testing · Packaging · User Experience · Creative Direction · Rapid Prototyping · User Interface · Ethnography · Human-centered Design · Concept Generation · User Interface Design · User Research · Design Management · Interaction Design · Strategy · Design Research · Design for Manufacturing · Product Development · User Experience Design · Strategic Design · Sketching · Concept Design · Information Architecture · Public Speaking · UX/UI Design · Behavioral Science · Team Leadership · Hardware Design · 3G Technology · eBook Development · Augmented Reality · Marketing Strategy · eCommerce · Business Development · Cross-functional Collaboration