

Clay Bachmeier

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I develop strategy so that a brand and the products it makes are one and the same. Having worked at both design studios and on factory floors, I know what material and detail choices are worth.

PROFESSIONAL EXPERIENCE

Tesla — Design Quality Intern

2/2023 – 8/2023 | Austin, TX

- Gave final design-quality approval for the launch of a new seat assembly facility for Model Y production, working directly with assemblers to define and develop aesthetic standards.
- Managed appearance, quality, and timelines for 100+ parts leading up to the Cybertruck launch, traveling internationally to direct suppliers on color, texture, and design intent.
- Directed reviews and gave final aesthetic approval of launch of a new paint line at Gigafactory Texas, doubling paint capacity.
- Approved components across textiles, plastics, and paint, against master samples while serving as the link between suppliers, CMF, purchasing, and engineering.

General Motors — Design and Fabrication Intern

5/2022 – 8/2022 | Detroit, MI

- Built hands-on prototyping skills across pattern making, hand-sewing, carbon fiber, and mold making while working on concept vehicles slated for production five to ten years out.
- Gained firsthand understanding of how design intent is preserved across fabrication stages, and how small material and finish details compound into a vehicle's overall character.

Aircorps Aviation — Fabricator

10/2022 – 10/2025 | Bemidji, MN

- Fabricated precision metal components for vintage WWII aircraft to strict historical-accuracy standards, and redesigned paint-department workflows that increased output 3–5x.

IED CLIENT PROJECTS

Luce di Carrara — Brand and Product Strategist

January 2026 | Milan, Italy

- Developed a brand strategy for a heritage marble company, grounded in brand, market, and user research, translating their greatest strength, material craft, into clear market positioning.
- Co-designed two objects and a communication and engagement strategy focused on acquiring new architectural partners and maintaining current clients.

OSRAM-Ledvance — Design Strategist

April 2026 | Milan, Italy

- Redefined the brand's core values through brand, user, trend, and market research and insights, repositioning a legacy global manufacturer as a design-led brand.
- Co-designed a modular lighting family where every decision: form, CMF, interaction — communicates brand values and pitched a go-to-market strategy directly to the client.

EDUCATION

Istituto Europeo di Design (IED) — Milan, Italy

Master's — Design: Innovation, Strategy, and Product

Bemidji State University

BS — Technology, Art, and Design | Minor — Project Management

Minnesota State Community and Technical College

AA — Automotive Technology

SKILLS

Strategic Skills: Design research, cross-disciplinary collaboration, project management, strategic design thinking

Technical Skills: Materials and finish evaluation, CMF development, physical prototyping and fabrication, supplier management

Software: Microsoft Suite, KeyShot, Fusion 360, Vizcom, Claude, Adobe Illustrator