

Clay Bachmeier

I specialize in translating brand vision into physical reality. I've spent my career between design studios and factory floors, shaping design intent into physical products, through CMF, making, and close collaboration with engineers, suppliers, and creative teams. I'm currently pursuing a Master's in Design Innovation, Strategy and Product at IED Milan.



Professional Experience

Tesla Design Quality Intern

2/2023 - 8/2023 | Austin, TX

- Managed appearance, quality, and timelines for 100+ parts leading up to the Cybertruck launch, traveling internationally to direct suppliers on color, texture, manufacturing processes, and overall aesthetic harmony and design intent.
- Served as cross-functional liaison between suppliers, CMF, purchasing, and engineering, driving Tesla's creative vision into production reality while keeping the customer experience at the center of every decision.
- Applied material knowledge across textiles, plastics, paints, and molding to approve components against master samples and uphold Tesla's aesthetic standards.

General Motors Design and Fabrication Intern

5/2022 - 8/2022 | Detroit, MI

- Developed hands-on prototype skills, including pattern making, hand-sewing, carbon fiber, and mold making for both exterior and interior vehicle components.
- Collaborated with designers to fabricate and refine concept vehicles, ensuring each prototype authentically captured the distinct character of its GM brand.

Project Experience

Luce di Carrara Brand Strategy and Product Designer

January 2026 | Milan, Italy

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

OSRAM - Ledvance Product Designer

April 2026 | Milan, Italy

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

Education

Institute of European Design - Milan, Italy

Masters - Design: Innovation, Strategy, and Product

Bemidji State University

Bachelors of Science - Technology, Art, and Design

Minor - Project Management

Minnesota State Community and Technical College

AAs - Automotive Technology

Skills

Complex Skills

- Brand Vision to Production Translation
- Cross-Disciplinary Collaboration
- Project Management
- Strategic Design Thinking

Complicated Skills

- Physical Prototyping & Fabrication
- CMF Development
- Adobe Illustrator, Solidworks, Fusion 360