

NICOLE M. BENGFORDE

Senior Product Developer & Licensing Manager

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PROFESSIONAL SUMMARY

Senior Product Developer and Licensing Manager with 15+ years of experience bringing physical retail consumer goods to market from concept through production. Currently serving as sole product developer and licensing project manager at BigMouth Inc., concurrently managing 138 active licensed programs across Universal Studios, NFL, and Squishmallows. Proven track record across high-volume retail, full product lifecycle ownership, and major national accounts including Walmart, Sam's Club, Kohl's, and Dick's Sporting Goods.

EXPERIENCE

WOW Sports / BigMouth Inc. | \$30M+ Consumer Goods Brand

Blair, NE

Senior Product Developer & Licensing Manager

September 2022 – Present

- Serve as sole designer and licensing project manager for BigMouth Inc., concurrently managing 138 active licensed programs across Universal Studios (Jaws, Jurassic Park, Shrek, Minions), NFL, and Squishmallows — owning conceptualizing, design, tech packing, sourcing, quoting, testing, and product finalization end-to-end
- Self-taught navigation of all licensor approval portals; act as primary point of contact for licensors, managing submission workflows and timelines independently across all programs
- Simultaneously manage full product lifecycle for 106 active inline SKUs across novelty inflatable and outdoor water sports categories
- Design exclusive retail assortments for major national accounts including Walmart, Sam's Club, Kohl's, Dick's Sporting Goods, CVS, Aldi, Tractor Supply, HEB, Albertsons, and Bucky's
- Delivered a 19-piece Walmart drinkware assortment — conceptualized, tech packed, quoted, sampled, and approved — within a two-week deadline
- Contribute to product development for WOW Water Sports line, including premium backyard water slides, high-end pool floats, and floating dock systems; serve as product testing lead across both brands

Oriental Trading Company

Omaha, NE

Product Designer

May 2016 – September 2022

- Contributed to design of 8,000+ exclusive SKUs annually across Party, Seasonal, Education, Licensed, Wedding, and Faith categories, supporting a product portfolio with \$150M+ in revenue impact
- Managed full product lifecycle from concept through production, coordinating design, sourcing, and cross-functional alignment with a 20+ person merchant team
- Co-led a 3-person initiative to streamline department workflows and establish a scalable process framework — adopted company-wide as the remote work operating model during COVID-19 in 2020
- Developed promotional product lines for the annual Berkshire Hathaway Shareholders Meeting, designing exclusive merchandise sold at one of the most recognized corporate events in the country
- Represented the product development team at the National Stationery Show in New York City to identify emerging trends, materials, and market opportunities
- Delivered high-volume, fast-turnaround product development in a collaborative studio environment alongside 20+ designers

Digital Express

Omaha, NE

Production Manager & Marketing Director

October 2011 – May 2016

- Rebranded Digital Express from the ground up — logo, brand standards, website, social media, and advertising — modernizing the company's identity and supporting \$6.7M in annual revenue
- Managed client projects end-to-end from creative brief through production-ready file delivery
- Trained and supervised production associates, overseeing scheduling and quality control across all print orders

Compact Creative

Freelance Graphic Designer

Blair, NE
May 2011 – May 2016

- Led design, development, and delivery of branding, marketing, and print projects for multiple clients simultaneously
- Managed all client relationships, project timelines, and business operations independently

SKILLS

Product Development: Physical product lifecycle management, concept development, trend forecasting, competitive market research, retail assortment planning, SKU management

Sourcing & Production: Vendor coordination, overseas sourcing, manufacturing specifications, packaging development, print production, press-ready file prep

Licensing & Retail: Licensed IP program management, licensor portal navigation, tech packing, product testing, retail account assortment planning, national account development

Collaboration & Process: Cross-functional team leadership, merchant team alignment, workflow process development, remote team coordination

Software: Adobe Illustrator, Photoshop, InDesign, Acrobat; Microsoft Word, Excel, PowerPoint

EDUCATION

Northwest Missouri State University

Bachelor of Science, Graphic Design • Emphasis in Advertising and Fine Arts

Maryville, MO
May 2011