

Sarah Lindberg Brusstar

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Experience

Independent Designer

January 2025 - Present

Took time following an international CMF role offer to focus on family, and design-driven passion projects.

- Accepted first-of-its-kind CMF design role with LEGO in Denmark (forced to unexpectedly ultimately decline offer due to external factors).
- **Founded Daydream Decks**, a children's toy line focused on exploration and developmental play.
- Drove concept design, developed product roadmap, and upskilled on cost models and DTC strategy.
- Led sustainable material sourcing and US-based manufacturing research. Initiated supplier conversations including RFPs, built design specs, manufacturing spec sheets, and aligned design vision with US and EU toy safety regulations.
- Consulted with educators, child development experts, and kids to ensure research-backed content that was engaging and delightful.
- **Maintained hands-on engagement with CMF** as an independent interior designer. Spearheaded comprehensive interior and materials design, integrating CMF expertise to develop cohesive palettes and material experiences.
- Managed end-to-end project execution. Leveraged a mix of considered cost-saving opportunities and investments in premium vendors like Heath Ceramics, Farrow & Ball, and Louis Poulsen to deliver the clients' constraints and vision.

CMF Designer

Google, Nest

Mountain View, California

June 2021 - January 2025

- Led CMF design on 11 products, including the Nest Learning Thermostat (4th Generation), Nest Temperature Sensor (2nd Generation), Google TV Streamer and Remote (2nd generation), and the Nest Power Connector.
- Drove successful CMF vision and execution to meet creative strategy, business needs and manufacturing constraints. Leveraged material exploration, 3D rendering (Keyshot), physical model making, and prototype iteration.
- Collaborated extensively on-the-ground and remotely with manufacturers and cross functional teams across Europe and Asia, ensuring high-quality CMF strategy execution from design to production.
- Developed multiple color families in the portfolio from initial conception to the creation of production standards, material matching, and digital reference development.
- Contributed significantly to over 4 years of CMF strategy for the Google CMF team, influencing portfolio-wide overall design direction.

- Served as DRI (Directly Responsible Individual) for Sustainability Strategy on the CMF team, driving initiatives to improve repairability and sustainability across the Google hardware portfolio.
- Contributed to the design and content of the 2024 Google Hardware Sustainability Summit, and led a session focused identifying actionable steps toward sustainability in CMF.

CMF Designer

Google Onsite Contractor for Adecco
Mountain View, California
February 2020 - June 2021

- Designed the CMF for the in-box and accessory band assortments for the 1st generation Google Pixel Watch.
- Developed 24 bands using 4 different materials and 7 fabrication techniques.
- Mastered a wide variety of materials including PC & PCR, silicones, FKM, knit and woven textiles, stainless steel, aluminum, and leather.
- Worked closely with textile suppliers and our Material Science Engineers to conceptualize an entirely new-to-the-market knit structure for the Pixel Watch Stretch band. Extensive development, testing and refinement over the course of 11 months led to successful mass production.
- Worked cross-functionally with the UX/UI team to ensure a seamless color experience between the watch bands and the watch faces.
- Work won the iF Design Gold Award 2023 for the Google Pixel Watch.

CMF Designer

PopSockets
San Francisco, California
August 2018 - February 2020

- Designed innovative and visually appealing mass market products across age ranges for the popular PopSockets brand.
- Lead CMF execution on collaborations with Apple, Otterbox, Disney, & MCM.

Product Designer

KAF Home
Orinda, California
May 2017 - August 2018

- Designed textile products as a white-label supplier for clients including TJX brands, The Frank Lloyd Wright Foundation, and Williams Sonoma.
- Collaborated with teams in India and Pakistan on product development.

Education

Pacific Northwest College of Art

Master of Fine Arts (M.F.A.), Applied Craft and Design, 2017

Bryn Mawr College

Bachelor of Arts (Cum Laude), English (with Honors), 2010