

**TYLER BLAKE**

Cell: 949 282 3679      Email: Tblakeone@gmail.com

## **2004-2025**

### **Design Manager, Ford Motor Company Advanced Strategic Design and Lincoln, Irvine, California**

Management of global production, pre-production and advanced design programs/teams, design DNA strategy, archetype research and visualization direction

2022-2025 Major Lincoln future exterior program work, macro product and design strategy direction incorporating several market research inputs and outputs, several 1:1 production and advanced properties

2021 **2025 Lincoln Navigator** Thematic/DNA and feasibility influence (front graphics)

2021 **2024 Lincoln Nautilus** Thematic/DNA and feasibility influence (front, side, rear)

2021 **Lincoln Zephyr Reflection** Preview Concept, Shanghai Motor Show, global exterior design team manager, surface design lead, Internal and PR visualization, narrative creator, naming and storytelling lead

2020 **All New 2022 Lincoln Zephyr for the China Market** Global Design Team Management, all digital development during pandemic, photography direction, **Fastest Production Design Process in Modern Times at Ford**

2019 Pre-Program, Advanced Design Exterior Property for **2022 Electric F-150 Lightning**, design team manager, 3D digital direction and visualization direction

2017-18 **2021 Ford F-250 Super Duty** Advanced Design Theme Development, design manager and research winner

2013-2017 Several Major Advanced Design/Pre-Program development programs and DNA strategy projects for Ford, Lincoln and Smart Mobility, **Began the conversation of Franchising the Nameplates ie. Mustang, Bronco thru a very well received major and in-depth Ford DNA presentation to executive leadership**

2011-13 **2015 Ford Mustang** Co-Exterior Design Manager, Co-Exterior Lead Designer / Original Theme Selected by J Mays in Global Competition, major proportion, stance surfacing and feasibility leadership, all researched themes were based on this selected design, led exterior development thru mid-production process handoff to Dearborn studio

2009-10 **Ford Start BIAS Concept Car** Interior Design Manager, Lead Interior Designer / Theme Originator, HMI, concept creator of "My Ford Mobile" a predecessor to Apple Play

2009-2010 Design Manager, global research winner for Millennial market vehicle study

2006 **Ford Reflex NAIAS Concept Car Design** Manager, Lead Exterior Designer / Theme Originator (except front graphics), Co-EMM

2006 Pre-Program Next Gen. **Aston Martin Vanquish** Exterior Design Contribution

2005 Internal 1:1 Property Exterior Design Manager, Lead Designer

2004 Internal 1:1 Property Exterior Design Manager, Lead Designer

## **2001-2004**

### **Design Manager, Ford Motor Company, Dearborn, MI**

2002-04 **2007 Ford Edge** Exterior Design Manager, Lead Exterior Designer / Theme Originator

2002-04 **2007 Lincoln MKX** Exterior Design Manager

2002-03 **Lincoln Aviator Concept** Clay Development Direction

2001 **Ford Tonka NAIAS Concept** Original Theme Sketch Chosen

2001 **2004 F150** Exterior Design Manager, Lead Exterior Designer, Theme Originator (all versions)

## **1995-2001**

### **Designer, Ford Motor Company, Dearborn, MI**

1999-01 **2004 F150** Lead Exterior Designer / Theme Originator for all versions including Flare Side

1999 **(My) Mercury NAIAS Concept Car** Chosen theme sketch for front and rear

1997-99 2003 **Ford Expedition** Lead Exterior Designer / Theme Originator

1996 **2001 Ford Explorer** 1:1 Clay Interior Proposals, 2-D Exterior Theme Contribution

1996 **1999 Ford Ranger** Lead Designer for Wheel line up

1996 **2001 Ford Sport Trac** Interior and Exterior Trim

1995 Ford Motor Company Design Internship on Lincoln Sentinel Concept

## **Education**

1996 Center For Creative Studies (College For Creative Studies), Bachelor in Transportation Design

## **Skill Set**

Leadership: Extensive experience directing **Design Strategy, Thematic Vision, Proportion and Surface Execution of Digital/Clay 3D Properties**. Extensive experience **Leading Teams** of designers, electronic math modelers, engineers and marketing experts, Extensive experience interfacing with **Suppliers and Fabricators**.

Extensive experience in **Design Storytelling, Brand Development, Visualization and Holistic Executive Presentations**

Digital: **Autodesk Alias Nurbs and SubD/Polygonal modeling, Unreal Engine, Maya Polygonal Modeling, HTC VIVE VR, AR, VRED, Photoshop, Digidesign ProTools, PowerPoint, Reason, After Effects, Ethical AI**

Thousands of experience hours directing physical and digital properties

Thousands of experience hours with hands-on digital modeling and visualization

## **Patents and Awards**

**28** Design Patents

**Autoweek Best Concept** The Ford Start Concept earned Editor's Choice at the 2010 BIAS Show

**Best Specialty Concept** The Ford Reflex was the first concept in the 5-year history of Ward's to win points from every one of the automotive journalists who vote on the award.

**Award in recognition** and appreciation for the first successful enforcement of design patents in Ford Motor Company's History,

One of four deposed in historic case against illegal reproduction of automotive parts.

**Publications** "Mustang 2015 The New Generation" by John M. Clor, Auto and Design, Interior Motives, Detroit Free Press, The Orange County Register, Automotive Engineering, Car and Driver, Automobile, Formtrends.com, Carbodydesign.com, Road and Track, The Truth About Cars, 2004 F150 Press Kit

**Speaking Engagements** GTC GPU Technology Conference 2014, Siggraph 2014, Blizzard Entertainment Speaker Series 2015, 2019 Orange County Auto Innovation Day Lead Speaker

## References/Quotes

*"I have known and worked with Tyler Blake for over 25 years while working at Ford Motor Company. He continually delivers and exceeds with his keen eye for design and execution, extensive level of digital skills, and a forward strategic vision mind set. Tyler is one of the most passionate, talented, and motivated Automotive and Product Design Leaders I have had the pleasure of working with!"*

- Craig Metros North American Design Director Ford Motor Company -Retired 2020

*"The relationship between Design and Product Marketing is critical to developing the collective vision and ultimately the best product. In my experience, Tyler exemplifies a truly collaborative leader, facilitating an open and transparent dialogue to bring multiple disciplines together to work cross-functionally towards a common goal without getting bogged down with internal politics."*

- Mark Dipko Vice President, General Manager for Model E NA at Ford Motor Company/ Head of Product Marketing Amazon Automotive