

ALAN BADER PROFESSIONAL BIO

Entrepreneur, Brand & Product Leader, Multi-disciplinary Designer

Denver, CO | badertoo@gmail.com | 720-289-1737 | badertoo.com

Seasoned design leader with a nearly 20-year track record of crafting and growing consumer brands. Adept at driving product development, optimizing eCommerce platforms, and executing successful go-to-market strategies. Proven ability to translate creative vision into tangible results, delivering impactful brand experiences and meeting budget constraints.

Work Experience

Alchemist Collective

Co Founder | 2022-Present

Identify, negotiate, design, and secure the best products and suppliers for retailers, ensuring quality, cost-effectiveness, and timely delivery. Create financial models to guide strategic decisions and ensure the company's financial health. Spearheaded a white label catalog to showcase and sell our products.

Anomaly Artifacts

Founder | 2014-2024

Designed, manufactured, and delivered beautiful, high-quality cannabis accessories. Negotiated with vendors, manufacturers, and other partners to secure the best quality products at competitive prices, ensuring seamless collaboration and timely delivery. Created and executed overall business strategy and operations.

Windship Trading

Dir of Product & Brand | 2019-2022

Oversaw the development, positioning, and market strategy of Windship's brands and products, ensuring alignment with brand identity and driving business growth. Areas of responsibility: product design and development, financial managements, and product sourcing.

Omerica Organic

Lead Designer | 2006-2013

Maintained the brand's visual identity and creative direction, ensuring consistency across all design elements and products while enhancing brand recognition and appeal. Led a team of five employees and contributed to the company's growth from four to 19 employees and \$1 million annually.

Accolades

Canopy Boulder Business Accelerator - Fall 2015 cohort
Cannabis Now Magazine 2x 'Bong of the Year', 2016 and 2017
2010 Art Director's Club of Denver, Paper Fashion Show Honorable Mention

Core Competencies

Industrial Design | Product Development | eCommerce Management | Global Sourcing | Project Management | Visual Brand Management | Fast Learner

Key Accomplishments

Sold over \$1M of Elevate products — mostly U.S.-manufactured, 100% in-house assembled, packaged, warehoused, and fulfilled

Successfully founded, grew, and sold two consumer brands, demonstrating entrepreneurial expertise and market impact

Led brand development for a Barcelona-based strain breeder and seed manufacturer (while living and working in Spain)

Led a team that designed, developed, and launched a new product every week for nearly two years

Education

Art Institute of Colorado

BA in Industrial Design | 2004-2008

Savannah College of Art & Design

Film + Video | 2001-2003

Skills

Product design | Prototyping | 3D CAD Modeling | CAM Programming | 3D Rendering | Drawing | 3D Printing | CNC Machine Operation | Financial Modeling | Business Development | Go-To-Market Strategizing | Market Analysis | Merchandising | Social Media Management | Project Management | Photography | Video Editing | Photo Retouching | Adobe Suite | Microsoft Office | Google Workspace | Auto Mechanics