

# Carrie Buse

Innovation Strategist · Tech Humanist · Experience Designer

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## PROFILE

Innovation strategist and creative leader with 20+ years translating emerging technology into experiences people love. Led incubation portfolios, AI design initiatives, and connected product development across iconic global brands. Ready to bring that discipline to new products, new audiences, and new problems worth solving.

## EXPERIENCE

### Mattel, Inc. · El Segundo, CA

#### Senior Director of Product Design, Innovation Ventures

Dec 2025 – May 2026

- Evaluated and refined inventor submissions and internal concepts across categories, developing the strategic framing and brand stories behind the strongest ideas.

#### Senior Director of Product Design, Future Lab

Oct 2024 – Nov 2025

- Led cross-functional teams across design, engineering, brand, and digital as Head of Future Lab Discovery.
- Shaped incubation strategy and portfolio prioritization framework.
- Validated 20+ concepts across Digitally Enhanced Play, Connected Products, and AI-enabled experiences by assessing desirability, feasibility, and viability through prototyping, business modeling, and user research.
- Drove partnership with the Future Today Strategy Group, mapping plausible future scenarios for Mattel's business based on emerging technologies, climate volatility, and shifting consumer behavior.

#### Director of Product Design, Future Lab

Jun 2022 – Sep 2024

- Led creative strategy and execution as Head of Creative to advance emerging play concepts across Mattel's brands. Key products:
  - [Barbie® x Boss Beauties](#) — blockchain-based digital collectibles program celebrating women professionals and inspiring female leaders.
  - [Hot Wheels® Showcase](#) — collector community app using AI to help enthusiasts catalog collections and connect with fellow collectors.
- Led AI for Design — charged by the Chief Design Officer to embed AI across the design community. Drove adoption of tools from OpenAI, Microsoft, Adobe, and Vizcom; ran hands-on workshops for designer-led adoption.

#### Director of Product Design, Barbie & Fashion Dolls

Jan 2019 – Jun 2022

- Oversaw design teams for Barbie Accessories and Monster High portfolios. Notable products:
  - [Barbie® Day to Night Dreamhouse® \(2021\)](#) — a 3-story smart playset with 4 immersive story modes featuring lights and soundscapes. Rated 4.8/5 across 16,000+ reviews.
  - [Barbie® Loves the Ocean \(2021\)](#) — beach-themed playsets and accessories made from ocean-bound plastics; part of Mattel's landmark sustainability line.

## AREAS OF EXPERTISE

Innovation Strategy  
Incubation & Concept Validation  
Human-Centered Design  
AI & Emerging Technology  
Connected Products  
Strategic Foresight  
Experience Design  
Rapid Prototyping

## SPEAKING ENGAGEMENTS

### [The Future of Your Big Idea](#)

IIDA Chicago Design Week · 2026 (upcoming)

### [Innovating Inside the Machine](#)

Artist & Machine AI Summit · 2025

### [Legacy Meets Innovation](#)

Boys Club /brandnew · 2024

### Imagining the Future of Play

Emory Univ. Ideas Festival · 2024

## RECOGNITION

### [Toy Industry Awards](#)

Toy of the Year — Winner · 2021  
Barbie® Day to Night Dreamhouse®

### Spielwarenmesse: Nuremberg Toy Fair

ToyAward Trend & Lifestyle — Winner · 2010  
Barbie® Video Girl

### Academy of Interactive Arts & Sciences

Winner of 7 Awards including Best Interactive Film and Best Story — 1994  
Voyeur

### [Women in Toys Wonder Women Awards](#)

Emerging Technology Leader — Nominee · 2025

### [Toy Association TOTY Awards](#)

Playset of the Year — Nominee · 2022  
Barbie® Day to Night Dreamhouse®

### [“The Voice of Barbie” Feature Profile](#)

Wake Forest Magazine · 2023

- Served as Design Lead on Mattel Future State, driving efficiency and organizational effectiveness across the Design and Development organization — identifying \$8.5M in savings.

### Director of Product Design, Barbie Advanced Concepts

Feb 2016 – Dec 2018

- Rose from IC to Director within Mattel’s tech innovation team for the Barbie brand. Key initiatives:
  - Barbie Future Play — design research that directly informed the 2021 Barbie® Dreamhouse®.
  - [Tynker® x Barbie™ You Can Be Anything™](#) — coding curriculum reaching 1M+ kids.
- Served as creative lead and hands-on contributor across the Hello product line — supervising script, audio, motion capture, and animation:
  - [Hello Barbie®](#) — Wi-Fi-connected fashion doll with speech recognition and NLP. New York Times Magazine cover story.
  - [Hello Dreamhouse™](#) — voice-activated smart playset responding to 100+ commands. Product demo is the 2nd most-watched Barbie YouTube video with 126M+ views.
  - [Hello Barbie® Hologram](#) — an AI-powered holographic companion experience, produced years before the technology was commercially viable. Unreleased.

### Staff Producer & Content Designer

2007 – 2016

- Developed interactive content across Mattel brands spanning software production, UX content design, and design strategy. Products of note:
  - [Barbie® Video Girl](#) — fashion doll with embedded video camera. Featured in the 2023 Barbie movie.
  - [Barbie® Girls](#) — branded MP3 player with safe social features on one of the fastest-growing MMOWs of its time; 14M registered users in Year 1.

### Staff Copywriter, Girls Packaging

2004 – 2007

- Brand voice and packaging copy for Barbie® and My Scene™ across global markets; coordinated trademark clearances and managed localization.

### Writer / Producer / Content Designer

1992 – 2003

- Digital Planet / iXL Digital Agencies — produced websites for Universal Pictures and the original Barbie.com.
- Philips Media Games / InterWeave Entertainment — created interactive content for early gaming platforms, including Voyeur and Voyeur 2.

## P A T E N T S & C E R T I F I C A T I O N S

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5 US Patents issued, including connected toy technology and interactive systems

Strategic Foresight Foundations  
Future Today Strategy Group · 2024

Generative AI Business Strategy  
Section · 2023

Enterprise Design Thinking  
Practitioner · IBM · 2021

## C O M M U N I T Y S E R V I C E

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Women + STEM + Toys · 2026  
3-part series with Girls Academic Leadership Academy & Chinatown Library

The Watermark · 2017–2020  
Play-based engagement program for elderly residents

## E D U C A T I O N

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MA, Critical Studies: Film & Television · UCLA

BA, Communications: Radio / Television / Film · Wake Forest University