Jacqui Belleau

CREATIVE DIRECTOR · DESIGN LEADER

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Human Spaceflight, Consumer Tech, Health

I build and run the teams, programs and creative work behind first-of-their-kind products and experiences, from commercial space stations to wearables worn by millions. I turn early-stage ambiguity into direction and structure teams can build on: a clear vision, the operating systems that keep programs moving, and a high bar on quality.

Houston, TX. Open to remote or relocation.

INDEPENDENT
Houston & Remote

Creative Director | *2025 - present*
- Provide fractional creative leadership, scoped design projects and strategy sprints
- Led the Visitor chapter of AIAA Space Architecture Technical Committee's decadal survey, interviewing spaceflight participants and turning findings into design recommendations for new types of space participants (forthcoming book)
- Spoke on human-centered spaceflight at SXSW and AIAA ASCEND

TEAGUE
Houston & Seattle

Creative Director | *2022 - 2024*
- Set creative direction and experience strategy for next-generation commercial space station crew environments, tying crew needs to program and business goals
- Built the design operations for a complex, cross-organization program across parallel workstreams: phase and fidelity plans, review cadences, decision frameworks and workshops that kept teams aligned and decisions made at the right level
- Partnered with research teams to turn crew interviews and HSI/HITL evaluations into design principles and human-centered requirements
- Evaluated design concepts on a parabolic microgravity flight
- Developed narratives and presentations for program leadership and NASA milestone reviews to communicate impact and secure program continuity
- Helped grow Teague's space practice through proposals and capture efforts, shaping positioning and program strategy
- Led a team of 5 designers and researchers through a period of organizational change, including the transition to two dedicated team managers
- Represented Teague's human spaceflight practice through talks at AIAA ASCEND and NewSpace, as well as articles on the Teague blog

Industrial Design + Research Manager | *2021 - 2022*
- Managed 14 people across two teams, industrial design and research, aligning skills and interests with strategic priorities
- Mentored creative talent across disciplines through feedback, coaching and advocacy

INDEPENDENT
Portland & Remote

Design Consultant | *2017 - 2021*
- Designed connected hospitality products, medical devices and consumer tech, including UX, CMF and packaging
- Partnered with engineering teams and manufacturing vendors to carry design intent through development

CAREER BREAK

Overland Travel | *2015 - 2016*
- Traveled through the US and Central America for a year

NEW DEAL DESIGN
San Francisco

Design Manager | *2011 - 2015*
- Led design across wearables, consumer tech and healthcare programs, including several Fitbit product lines and the original Flex, which became a multi-million-unit, award-winning product family
- Balanced hands-on design with team leadership, mentoring and program oversight
- Led internal reviews and critiques, synthesizing competing concepts into cohesive design directions
- Supported business development through proposals, pitches and client engagement
- Created internal tools and processes that strengthened cross-functional collaboration

Senior Industrial Designer | *2010 - 2011*

Industrial Designer | *2009 - 2010*

WORRELL
Minneapolis

Industrial Designer | *2004 - 2008*
- Contributed to design and research on medical devices and commercial products for clients including Coloplast, from in-home interviews and stakeholder workshops to cadaver-lab testing
- Started a pro-bono design program with FilmAid International

Core Capabilities
Creative Direction
Design Leadership
Design Operations
Experience Strategy
Design Research

Education
Syracuse University
Bachelor of Industrial Design

Talks
SXSW
- Creativity in Space: Solving Complex Problems for Earth and Beyond

AIAA ASCEND
- Space Architecture: The Next Decade of Progress
- Optimizing Human Performance in Space
- Making a Case for Space
- An Off-World Life Designed for Everyone

NewSpace Conference
- Panelist

Syracuse University
- Guest lecturer

Select Recognition
Lunar Habitat (Teague)
- iF Design Award
- Fast Company Innovation by Design Award

Sproutling (New Deal Design)
- TIME 25 Best Inventions
- CES, Best of Innovation, Wearable Tech
- Fast Company Innovation by Design Award, Winner

Fitbit (New Deal Design)
- Red Dot: Product Design, Surge
- iF Gold Award, Force
- IDEA Bronze Award, Force
- IDEA Bronze Award, Flex