

## WHAT INSPIRES YOU TO SHAPE YOUR WORLD?

The desire to create crosses all boundaries: from Fortune 500 executives to bootstrapped startup entrepreneurs, from college graduates to high school dropouts.

GoEngineer is lucky enough to be connected with brilliant individuals across many industries whose businesses are driven by a passion to design, engineer, and manufacture.

This interview features Jenny DeMarco Staab Industrial Designer at Mary Kay Corp.



MARY KAY®



# # GOINSPIRE

## WHEN DID YOU FIRST REALIZE YOU ENJOYED DESIGN?

My father was a really big inspiration for me. He's a mechanical engineer for General Motors, so just being around him and noticing the stuff that he did with design. I would color his CAD drawings of engines, taillights, etc., because I wanted to make them prettier.

So it became fitting to me going into industrial design because it was literally taking an engineered design but making it look nicer and more appealing to the customer. I'm always interested in building things and thinking of things three dimensionally.



## WHERE DO YOU GET INSPIRATION TO KEEP YOUR DESIGNS FRESH?

When you're working in an industry that's so driven by trends and fashion, you really have to be on top of it, because if you're not on trend, it's not going to sell. We use research firms that identify and predict the latest fashions to help give us ideas and inspiration so we can keep ahead of the game.

Fashion, household goods, cars, technology, and what's coming out next—anything and everything that deals with what's happening now, especially in different cultures around the world.



## WHAT IS YOUR FAVORITE QUOTE?

“Most people live and die with their music unplayed. They never dare to try.”

- MARY KAY

What that says to me is don't hold back on your ideas or be afraid to try something completely new and different... it might be your best work. I've pushed the envelope on many design projects, and we ended up going forward with them. My effort was very well received—none of it would have happened if I didn't try!

## WHAT IS THE BEST ADVICE YOU RECEIVED?

The best advice I've received was probably from my father; he was kind of like a mentor. He was always passionate about doing what you love to do because life is so short. And, always help people, because it's rewarding and enjoyable and you never know: they might be able to help you someday.



## WHAT IS ONE OF YOUR BIGGEST LESSONS LEARNED?

Even when things are going so well and you're on a high, projects get cancelled. It's not the end of the world. And a lot of the times with cosmetics, designing something that's very beautiful, and feminine, is great but it cannot be manufactured. In school, everything is possible, whereas in the real world, a lot of other things become a factor.

That's something that is very hard to digest, especially when you think you have created an incredibly beautiful design and you're like, "Oh, my gosh. Why don't we do this?" But at the end of the day, there are other things to consider like finances and manufacturability.

## WHAT ADVICE WOULD YOU GIVE TO A DESIGNER JUST STARTING OUT?

“Take advantage of networking events, because you never know who you'll meet. You never know what you can learn. If you don't go, you'll never know what you might have missed.”

Be aware of what's happening all around you, because things change so quickly. Staying on top of changes and trends makes you more valuable as a designer.



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### Mary Kay

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