

DESIGNING PRODUCTS FOR BRANDS TO CREATE COMPELLING STORIES, EXPERIENCES & CONNECTIONS.

Experienced Industrial Designer specializing in human-centered design, skilled in crafting digital and physical products that align with team objectives. Proficient in conceptualization, prototyping, and collaborative design processes. *Bachelor's Degree in Industrial Design* from the *College for Creative Studies* with *3+ years of studio experience*. *Expertise in Adobe Creative Suite and Rhino, Blender, Fusion 360, Solidworks, Alias Auto Studio and Keyshot*. Excels in translating insights into innovative solutions focused on inclusivity and accessibility.

SIGNATURE STRENGTHS

Industrial/Product Design • Branding & Identity • Ideation, Storyboarding • Wireframing • UX & UI Design • Prototyping & 3D Models Development • Design & User Research • 3D Computer-Aided Design (CAD) & Rendering • In Depth Knowledge of Design Process • Concept Generation & Development • 3D Modeling & Rapid Prototyping • Client Management • Teaching

TECHNICAL SKILLS

Solidworks • Fusion 360 • Figma • Rhino 7+ • Adobe Creative Suite (Photoshop, Illustrator, In Design, After Effects, Premiere Pro, XD) • Sketch-Up • Sketch Book • Keyshot 11+ • InVision • Microsoft Office • Word Press • Fluent in English • B1 German Fluency • Fine Arts • Painting • Sculpture • Printmaking • Life & Gesture Drawing

WORK EXPERIENCE

Heroes Alliance – Detroit, MI

Industrial Design Instructor & SME – Automotive Design Division | Oct 2023 – Present

Solidworks Instructor – Solar Vehicles Division | 2018 - 2019

Overview: Prepared curriculum and instructed high school students to build solar cars focusing on the vehicle chassis and body in Solidworks with real life proportions.

Career Benchmark:

- Produced a solar car that has consecutively won 1st place for the past 3+ years.
- Promoted to Curriculum Development for Automotive Design a bracket for 3D Printing, Prototyping & Fabrication, CAD Component Design, Full Body Chassis Design and Body Exterior Surfacing.
- Provided 3D physical and digital models of solar car body chassis and features for production.
- Fabricated functional solar powered cars that effectively raced from Austin, Texas to San Diego, California.

College for Creative Studies: Community Arts Partnership – Detroit, MI

Adjunct Design Instructor – Non Profit Division | April 2023 - Present

Overview: Part time instructor and teaching artist, teaching disabled adults and K-12 students skills in industrial design, fabrication, model making and prototyping, 3D printing, graphic design, design thinking, portfolio development and traditional fine art skills.

Career Benchmark

- Led a series of industrial design courses for disabled adults in partnership with Gesher Human Services producing a series of lamps, bags, and ceramic dishes and planter pots.
- Produced an award winning mural located in the Children's Hospital.
- Provided students with commissioned work producing signage in Eliza Howell Park.

Nudena LLC – Remote

Freelance Industrial Designer | Jan 2019- Present

Overview: Specialize in conceptualizing and crafting innovative physical products, branding identities, and digital presentations.

Operate remotely, consistently delivering over 5 high-quality products in a deadline-driven environment. Expertly manage prototype display fabrication, from hardware selection to final assembly presentations. Collaborate closely with clients to translate their vision into captivating design concepts. Proficient in creating visually striking graphic content for products and packaging.

Key Achievements:

- Earned the privilege of serving as the Industrial Designer for prestigious brands such as Develop Detroit, Be-Moor Radio, Signify Networks, and That Social Work Lady.
- Designed and implemented branding identities and guidelines for renowned clients including BOSCH, KTM, Xenith, SO Design, and more.
- Produced compelling investor-facing digital presentations and prints that contributed to project funding and partnerships.
- Crafted visually captivating websites that enhanced user engagement and reflected client brand identities effectively.
- Developed award-winning physical products recognized for their innovative design aesthetics and functionality.
- Led brainstorming sessions to generate creative design concepts tailored to client specifications.

- Maintained a stellar track record of meeting or exceeding client expectations while managing multiple projects simultaneously.
- Demonstrated meticulous attention to detail throughout the design process, ensuring the delivery of polished and professional work.

SO Dsgn LLC – Chicago, IL

Industrial Designer | Contract | *Dec 2021-Sept 2022*

Overview: Tasked with designing production quality projects for manufacturing in China and the U.S.A. Liaise with venture-capitalist investment firms to design high-fidelity product concepts and products. Lead projects throughout early brainstorming and development phases to manufacture grade quality. Research design trends and deliver presentations to inspire the design team and foster design culture within the company.

Career Benchmark

- Successfully launched 2 products on the market.
- Led all design client-facing presentations, projects, and concept development for 4 weeks to meet strict deadlines for manufacturing and engineering.
- Ignited company growth and catalyzed immediate changes through the development of UI/UX solutions for company digital products.
- Developed refined concepts for client and investor facing presentations, that lead to mass produced manufactured products.
- Deliver wireframes, mockups, and interactive prototypes through interpreting and translating quantitative and qualitative insights into high quality visual experiences.

Develop Detroit – Detroit, MI

Digital Product Designer Contract | *Jan 2021- Dec 2021*

Overview: Led 5+ design-related internal and investor-facing presentations, project posts, as well as marketing efforts. Charged with leading projects, managing timelines, and creating decks for clients facing investment relations. Ensured that designs met the specific branding requirements and corporate standards. Conceptualized, innovated, and ensured that all designs met the quality requirements and specifications of the client.

Career Benchmark

- Achieved measurable outcomes that added value to the company by designing \$25 million investment pitch decks for D.D. Equity Investment Fund L.L.C.

Plastipak Packaging – Plymouth, MI

Industrial Design Intern | *Jun 2018- Aug 2018*

Overview: Ideated, prototyped, tested, and manufactured to design packaging solutions for fortune 500 brands Henkel, Arizona, and Patron, currently in market and stores.

Career Benchmark:

- Introduced a catalog of designs to the board of directors and sent 3 concepts through company patenting and R&D.
- Designed labels for direct object printing solutions on a family of products and brands.

EDUCATION

College for Creative Studies 2015-2019
major | Product Design
minor | Graphic Design & Business Concentration
Detroit, MI

FH Joanneum 2018-2019
major | Industrial & Informational
Design (UX + UI)
Graz, Austria

PUBLICATION

Featured works on [Yanko Design](#),
CCS Student show, and Trend
Hunter, [Middlecott Sketch Battle
2023. Core 77 \(Gallery\)](#)