

EDUCATION

- August 2017 **ARTCENTER COLLEGE OF DESIGN:** Pasadena, CA
Master of Science in Industrial Design
- April 2017 **CLAREMONT GRADUATE UNIVERSITY:** Claremont, CA
Master of Business Administration, Innovation Systems Design
- August 2015 **UNIVERSITY OF UTAH:** Salt Lake City, UT
Bachelor of Science in Design

EXPERIENCE

- August 2017 -
Current **SENIOR INDUSTRIAL DESIGNER / PRODUCT DEVELOPER**
Liberty Mountain: Salt Lake City, UT
Designed and develop both soft and hard good outdoor products
Conducted generative design research and trends analysis
Analyzed key insights to development strategic design solutions
Coordinate production schedules and maintain on time delivery
Communicate with manufactures both domestic and internationally
- August 2016 -
Jan 2017 **INDUSTRIAL DESIGNER / DESIGN STRATEGIST**
Prismacolor / Newell Brands: Pasadena, CA / Hoboken, NJ
Designed products for creative professionals in a student sponsored project
Conducted generative design research and trends analysis
Analyzed key insights to development strategic design solutions
Designed a new visual brand language to revitalize the brand
Created unique drawing UI and new UX to extend the brand
- Dec 2016 **CONCEPT DESIGNER / DESIGN CONSULTANT**
City of Long Beach: Pasadena, CA / Long Beach, CA
Proposed products for public health in a student sponsored project
Led a team through the design process to identify key opportunities
- August 2016 **CONCEPT DESIGNER / DESIGN CONSULTANT**
Nestle: Pasadena, CA / Glendale, CA
Proposed products for food and beverage in a student sponsored project
Led a team through the design process to identify key opportunities
- April 2012 -
August 2015 **SENIOR INDUSTRIAL DESIGNER**
Espiritu Design: Salt Lake City, UT
Designed medical, consumer electronic and outdoor products
Generated sketches, renderings and physical models for clients
Analyzed key insights and trend analysis to find strategic design solutions
Created web and mobile UI for design concepts
- Dec 2011 -
August 2015 **DESIGN FABRICATION SHOP SUPERVISOR / INSTRUCTOR**
University of Utah: Salt Lake City, UT
Supervised and instructed fabrication techniques to students and faculty
- April 2013 -
August 2014 **INDUSTRIAL DESIGNER / DESIGN RESEARCHER**
University of Utah Hospital / Innovation: Salt Lake City, UT
Conducted executive workshop to gain system insights
Proposed products and services to improve patient and
Provider communication
Improved patient throughput and satisfaction scores
- April 2013 -
August 2013 **INDUSTRIAL DESIGNER / DESIGN RESEARCHER**
University of Utah Hospital / Bioimmersion: Salt Lake City, UT
Laparoscopic surgery research and product development
Interviewed and shadowed health care professionals to gain insights
resulting in improved healthcare services and customer satisfaction
- INSTRUCTOR / GUIDE**
Snowboard instructor AASI Level 2 /cat ski guide for 10 years
Kayak instructor level 2 /backcountry guide for 10 years
Teaching Assistant for 7 college level design courses
Design Fabrication Workshop Instructor

RECOGNITION

- ARTCENTER**
Graduate Industrial Design Scholarship Recipient 2015 -2017
Student Leadership Grant Recipient 2016
- GENSLER**
Innovation Award for Formula E race car design concept 2016
- XPRIZE**
Xprize Challenge Finalist awarded to Espiritu Design 2015
- SALT LAKE CITY DESIGN WEEK**
Finalist in the product design student show 2014
- UNIVERSITY OF UTAH**
Best Studio Design Award for Adaptive Riding Device 2013

CAPABILITIES

- | INNOVATION | DESIGN |
|---------------------------------|-----------------------------------|
| Product and brand strategy | Branding |
| Customer journey mapping | Packaging design |
| Competitive analysis | Concept generation |
| User testing | Human-centered research |
| Design research | Physical models |
| User experience design | Appearance models |
| Interaction design | Experience prototypes |
| Industrial design | User experience documentation |
| Stakeholder interviews | Manufacturing liaison |
| Product definition | Design for manufacture |
| Product road mapping | Technical specification |
| Strategic foresight | Color Material Finish development |
| Trends research | User experience demos |
| Future scenario models | Product development |
| Market positioning | 2D and 3D rendering |
| Consumer insight analysis | 3D modeling and fabrication |
| User experience analysis | Scenario prototyping |
| Strategic business planning | User Interface design |
| Industry competitive analysis | Rapid visualization |
| Virtual reality contextualizing | System diagramming Sketching |
| Future studies | New value creation |

SOFTWARE

- 2D :Photoshop, Illustrator, InDesign, Lightroom,
Sketch, Flinto, Invision, Procreate, Keynote
- 3D : Solidworks, Rhino, Sketchup, Unity, Keyshot
- Video: iMovie
- Gaming : Unity

INTERESTS

- Whitewater Kayaking
Snowboarding
Mountain Biking
Trail Running
Skateboarding
Climbing

ADVENTURES

- Rowed the Grand Canyon
Cycled 387 miles in 3 days
Lived in a van for 10 years