

# Evan Howard

INDUSTRIAL DESIGN &  
PRODUCT DEVELOPMENT

10749 S Lake Terrace Ave, South Jordan 84009, UT

(801) 512-7890

evanhowardx@gmail.com

www.evanhoward.com



Industrial Designer, Design & Business Strategist, Design Leader, Product Developer, Soft Goods Designer, Bag Designer, Outdoor Gear Designer, Product Line Manager, Fabricator, Craftsman, Design Researcher, User Experience Designer, Service Designer, User Interface Designer, Packaging Designer, Value Creator

## PROFESSIONAL SUMMARY

As the Chief Design Officer and Founder of Yes & Yes Design, former SVP of Design & Development at My Medic, and the former Director of Design & Development at Nomatic, I work at the intersection of business and design to create captivating brands, products, and packaging experiences for the most compelling brands in the world. I have deep expertise in design & business strategy, industrial design, technical soft goods design, design research, branding, and packaging design. My design process is focused on what the future state may be. When I design and lead teams I look beyond what the consumer is focused on now and anticipate what the future could be. I design and visualize that future and create a plan to get there. I find new value for businesses and create experiences that delight. I take a hands-on approach through all steps of the design process including research, strategy, 2D & 3D visualization, prototyping, product development, and production. I believe high levels of exploration, detail, and craftsmanship in all these areas are key to creating captivating brands and products. I have a solid track record of bringing elevated experiences and highly crafted products to market and I know how to lead and mentor teams to do the same.

## EDUCATION

### ArtCenter College of Design

Master of Science Industrial Design

2015 - 2017

Pasadena, CA

### Claremont Graduate University

Drucker School of Management

Master of Science Innovation Systems Design | MBA

2015 - 2017

Claremont, CA

### University of Utah

Bachelor of Science Design

2011 - 2015

Salt Lake City, UT



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## WORK EXPERIENCE

### CHIEF DESIGN OFFICER & FOUNDER

YES & YES DESIGN | AUG 2017 - PRESENT

South Jordan, UT

As the Chief Design Officer, I guide Yes & Yes Design to create captivating brands, products, and packaging experiences for the most compelling brands in the world. Yes & Yes Design has deep expertise in design research, design & business strategy, product road mapping, industrial design, technical soft goods design, branding, and packaging design. Yes & Yes creates captivating designs with thoughtful user experiences that delight. Yes & Yes strives to bring new technologies into the design process to better communicate design ideas and improve efficiencies. VR & AR sketching, 3D modeling, soft goods 3D modeling, and VR environmental modeling help quickly visualize and explore new design directions which creates a huge advantage for businesses to remain agile.

- Build strategic design & business road maps
- Create captivating designs by focusing on thoughtful user experiences
- Identify brand strategies, market positioning, and identify new growth areas
- Design & execute new product lines, branding, and packaging to create maximum value
- Bringing new technologies into the design process to reduce cost and increase efficiency

SKILLS: Design & Business Strategy, Industrial Design, Product Roadmapping, Design Research, Market Analysis, Innovation Systems Design, Technical Soft Goods Design, Bag Design, Gear Design, Branding, Packaging Design, Logo Design, Crowdfunding, Gravity Sketch, Clo, Unity, Quest

### SENIOR VICE PRESIDENT OF DESIGN & DEVELOPMENT

MY MEDIC | SEPT 2020 - SEPT 2022

North Salt Lake City, UT

Designed growth strategies while designing and innovating 3 new product lines to dramatically reduce costs, improve perceived value and secure a more resilient supply chain by diversifying and growing relationships with factories and suppliers. Identified performance textiles, new colors, materials, and custom designed trims for 3 new product lines. Presented sustainability standards and sustainable practices to the executive team for consideration. Worked with external companies and influencers to create impactful product collaborations.

- Designed systems to reduce costs by 25%-30% and vastly improve product quality and timeliness
- Worked cross functionally to meet strategic design & business goals
- Redesigned existing soft goods product line with better aesthetics, materials, & margins
- Identified new markets and suppliers to design & produce a lower cost product offering
- Designed & developed 3 new product lines for Influencers, Women, and Outdoor first aid
- Managed a team of 5 designers, coached & mentored each to develop their professional skills
- Prototyped using my expert knowledge in gear construction, patterning, sewing, manufacturing, and production to create and sew functional prototypes for concept testing

SKILLS: product & business strategy, industrial design, technical soft goods design, bag design, soft goods design, gear design, prototyping, sewing, patterning, digital sketching, Keyshot rendering, 3D modeling Solidworks, Adobe Illustrator tech packs, product development, gear construction, factory manufacturing and production, team mentorship & leadership, product pricing, design research, trend analysis, influencer & collaboration pre-sale best practices



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## WORK EXPERIENCE CONTINUED

### ADJUNCT PROFESSOR

UTAH STATE UNIVERSITY | Jan 2020 - APR 2020 \* USU Covid 19 Shutdown  
Logan, UT

Taught students advanced gear and bag design techniques through research, ideation, hands on prototyping, and technical bag construction reviews. I helped students think critically, dive deep into research, identify key insights and opportunities to create value, visualize their ideas, take a human centered/experience design approach, create functional prototypes, and produce impactful crowdfund style product pitches to communicate the value they created based on the design brief. I mentored and coached each student to help them identify the unique value they could bring to the outdoor industry. I continue to mentor each of these students and have helped many with their professional development over the years.

#### DES4510 - Advanced Gear Studio - Spring 2018 & Fall 2018

Taught and mentored students in advanced bag and gear design techniques. Helped students research and identify key insights. Instructed students on physical and digital sketching best practices. Taught illustrator 2D tech pack skills and helped convert those tech packs into patterns and sewn prototypes. Covid 19 shutdown the university right at the beginning of the hands-on portion of this class. Online and remote hands-on instruction was given to students for the rest of the semester. Individual instruction through video chat gave students better feedback and specific remote hands-on instruction. Guided students through how to select performance textiles that meet the sustainability needs and sustainable practices of the outdoor and travel industry but also met the needs of the design brief. Students delivered 2 rounds of sewn prototypes for bag design, product development, and technical construction reviews and feedback. Students were introduced and taught by industry leading factory partners on manufacturing methods and production techniques. Students were also instructed on Kickstarter and crowdfunding best practices.

SKILLS: teaching & mentoring, curriculum development, technical soft goods design, bag design, gear design, prototyping, sewing, patterning, industrial design, digital sketching, Keyshot rendering, 3D modeling Solidworks, Adobe Illustrator tech packs, color theory, performance textiles, material and trim selection, product development, gear construction, factory manufacturing and production, product & business strategy, product pricing, product positioning, design research, trend analysis, sustainability needs and sustainable practices, Kickstarter best practices

### DIRECTOR OF DESIGN & DEVELOPMENT

NOMATIC | Jan 2018 - April 2020  
Sandy, UT

Developed Nomatic's aesthetic & design language, and color material finishes while staying consistent with the brand message and strategy. Provided leadership to the design & development team while also identifying individual coaching needs. Identified performance textiles, new colors, materials, and designed custom trims for 3 new product lines. Presented sustainable materials and practices to founders for consideration. Worked with external companies and influencers like Peter Mckinnon to create impactful product collaborations. Created quality control procedures and integrated them into factory production. Brought in over \$6.7 million on Kickstarter product campaigns

- Developed and executed multi-year product design road-maps and strategies
- Worked cross functionally to meet strategic design & business goals
- Designed & developed 3 new products lines in roller luggage, camera bags, and travel bags
- Managed a team of designers and coached/mentored each to develop their professional skills
- Prototyped using my expert knowledge in gear construction, patterning, sewing, manufacturing, and production to create and sew functional prototypes for concept testing
- Cultivated extensive manufacturing experience in Northern & Southern China, Vietnam, Thailand, S Korea



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## WORK EXPERIENCE CONTINUED

SKILLS: product & business strategy, industrial design, team mentorship & leadership, branding, technical soft goods design, bag design, gear design, prototyping, sewing, patterning, digital sketching, 3D modeling Solidworks, Keyshot rendering, Adobe Illustrator tech packs, product development, gear construction, form development, factory manufacturing and production, product pricing, packaging design, design research, trend analysis, quality control

### ADJUNCT PROFESSOR / TEACHING ASSISTANT

UNIVERSITY OF UTAH | AUG 2013 - JAN 2019  
SALT LAKE CITY, UT

Taught design students to explore product design through research, ideation, prototyping. I helped students think critically, dive deep into research, identify key insights and opportunities to create value, visualize their ideas, work together as teams, take a human centered/experience design approach, and produce impactful product pitches to communicate the value they created. I mentored and coached each student to help them identify the unique value they could bring to an ever increasingly competitive industry. I taught a number of prototyping, fabrication and manufacturing methods classes as well as many design studio courses. I was also a teaching assistant for many years during my time at University of Utah. I truly love teaching and mentoring others to find the best version of themselves.

#### DES4510 - Senior Design Studio - Spring 2018 & Fall 2018

These senior design studios focused on helping each student refine their unique approach to design while also addressing any missing skills or techniques needed to create impactful value in the design industry. I helped each student dive deep into research, identified opportunities, created high impact visuals, functional prototypes both physical and digital, and high quality and compelling presentations to clearly show the value they created.

#### DES4800 - Manufacturing Methods - Fall 2018

Taught hard and soft goods manufacturing methods and materials science and selection including performance textiles, plastics, metal, wood, and organic fabrics. Explored the way products move from concept to production. Taught industry standards for safety, compliance, sustainability and sustainable practices. Students were also exposed to product development, engineering, tooling, manufacturing methods and techniques used in manufacturing during six off-campus field trips to manufacturers and factories. Developed the curriculum for this course.

#### DES4010 - Capstone Studio - Teaching Assistant - Fall 2013 & Fall 2014

These Capstone studio classes selected a business or non-profit to design for. The studio was taught similarly to how a design agency would approach a new project. Students worked in teams to create designs to solve the company or non-profits challenges. I assisted in instructing students on how to dive deep into research, identify opportunities, create high impact visuals, functional prototypes, and a high level presentation to clearly show the value they had created for the stakeholders. I taught student prototypes methods including sewing, plastic forming, CNC machining, 3D printing, laser cutting, welding, wood working, and digital prototype tools like Sketch and Invision. I also helped students select the correct materials and fabrics for their concepts. We explored sustainability, sustainable practices and simple manufacturing methods to move design to production.

#### DES 3611 - Design Studio - Teaching Assistant - Spring 2015

This design studio is the first studio for the incoming students admitted to the design program. Students work in teams to identify and solve a specific problem. I assisted in instructing students on research methods, identifying opportunities, sketching techniques, 3D modeling, storytelling, creating high impact visuals, functional prototypes, and a compelling presentation to clearly show the value they had created for the stakeholders. I taught student prototypes methods including sewing, plastic forming, CNC machining, 3D printing, laser cutting, welding, wood working, and digital prototype tools like sketch and Invision. I also helped students select the correct materials and fabrics for their concepts. We explored sustainability, sustainable practices and simple manufacturing methods to move design to production.



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## WORK EXPERIENCE CONTINUED

### **DES4840 - Digital Fabrication - Teaching Assistant - Fall 2013, Spring 2014, Fall 2014, & Spring 2015**

These classes introduced students to digital fabrication tools and manufacturing methods. The focus of the class was to teach students to use CNC machining with wood and laser cutting with metal as manufacturing methods and materials to create 2 finished products. The deliverable was to list both products for sale on Etsy and or Ebay. I assisted by instructing students on sketching techniques, paper/cardboard prototyping, 2D Illustrator, Rhino, or Solidworks files, 3D Modeling in Rhino and Solidworks files. Instructed students on how to use the CNC machine, laser cutter, sewing machines and wood and metal working equipment to make prototypes. Many students have expressed how key this course was in their education and advancement of their design process.

SKILLS: teaching & mentoring, curriculum development, bag design, soft goods design, gear design, prototyping, sewing, industrial design, digital sketching, Keyshot rendering, 3D modeling Solidworks, Adobe Illustrator tech packs, Adobe Photoshop, color theory, performance textiles, material and trim selection, product development, gear construction, product & business strategy, product pricing, product positioning, design research, trend analysis, sustainability needs and sustainable practices.

### **SENIOR INDUSTRIAL DESIGNER & TECHNICAL SOFT GOODS DESIGNER**

LIBERTY MOUNTAIN | Aug 2017 - Feb 2018

Sandy, UT

Designed and developed outdoor soft and hard good products. I identified key insights for unique design & business strategies. I created concept sketches, made functional prototypes using sewing and basic seam welding techniques for bags, tents, and sleeping bags. Selected performance textiles, colors, and trims throughout the product design and development phase to ensure the bag design and gear design would meet the quality standards and construction of the outdoor industry. Made technical drawings/tech packs in Adobe Illustrator for patterning and for factory sample requests. 3D modeled custom trims, outdoor bottles, trekking poles and tent components. Presented sustainability standards and sustainable practices to the executive team for consideration. Designed product packaging for all new products. Managed production schedules and maintained on-time delivery. Communicated with manufacturers domestically and internationally.

- Created physical and digital concept sketches for concept selection
- Made functional prototypes using sewing and seam welding techniques
- Selected performance textiles, colors, and trims for technical outdoor gear
- Made Adobe Illustrator Tech Pack to create patterns and request factory samples
- Designed, developed and sewed functional prototypes for the 1 Ultra Light Backpack - Flight series
- Designed, developed, and sewed functional prototypes for 2 Sleeping Bags - Saker sleeping bag collection
- Researched, designed, rough prototyped, & sampled 2 climbing shoes - Cypher series
- Designed, developed, sewed, and seam welded functional prototypes for 2 Ultra Light Backpacking Tents - Kestrel UL series
- Designed, developed, and prototyped 3 trekking poles - Unita carbon folding, Unita Carbon Telescoping, Unita Aluminum Telescoping trekking poles

SKILLS: bag design, soft goods design, gear design, prototyping, sewing, patterning, industrial design, digital sketching, Keyshot rendering, 3D modeling Solidworks, Adobe Illustrator tech packs, Adobe Photoshop, color selection, performance textiles, material and trim selection, product development, gear construction, form development, factory manufacturing and production, quality control, product pricing, product positioning, design research, trend analysis, sustainability needs and sustainable practices, product & business strategy, Kickstarter best practices



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## WORK EXPERIENCE CONTINUED

### INDUSTRIAL DESIGNER & DESIGN STRATEGIST

NEWELL BRANDS & PRISMACOLOR | AUG 2016 - JUN 2017  
Pasadena, CA / Hoboken, NJ

Designed products & services for creative professionals as part of a student-sponsored project with ArtCenter College of Design. Conducted generative design research & trend analysis. Analyzed key insights to develop strategic design solutions. Designed a new visual brand language to revitalize the brand and identified new growth opportunities for their writing and drawing product lines.

- Presented innovative insights & opportunity to Newell Brands executive team
- Pitched new design strategies to refresh the brand and move them toward a digital future
- Conducted generative design research and trends analysis
- Designed a new visual brand language to revitalize the brand
- Created a unique drawing app for iPad to extend the brand into digital drawing products

SKILLS: design & business strategy, innovation systems design, product roadmapping, design research, market analysis, industrial design, UI design, UX design, App Design, packaging design, branding, logo design, product positioning, research methods, keynote, 3D modeling solidworks, 3D printing, mold making, prototyping, appearance model prep & painting, Keyshot rendering, sketching, digital sketching

### DESIGN STRATEGIST & USER EXPERIENCE DESIGNER

City of Long Beach Department of Public Health | DEC 2016  
City of Long Beach, CA | Pasadena, CA

Designed Services to improve the public health system as part of a student-sponsored project with ArtCenter College of Design for the City of Long Beach

- Explored the user experience and used research methods to find insights
- Led a team of designers & city officials through the design process
- Identified key opportunities with stakeholder buy-in to move forward
- Proposed new strategies, products and services for public health

SKILLS: design & business strategy, innovation systems design, product roadmapping, design research, market analysis, industrial design, UI design, UX design, packaging design, branding, logo design, product positioning, research methods, Keynote, 3D modeling Solidworks, prototyping, appearance model making, Keyshot rendering, sketching, digital sketching, system design, service design, team leadership

### DESIGN STRATEGIST & USER EXPERIENCE DESIGNER

NESTLE | GLENDALE | AUG 2016  
Pasadena, CA / Glendale, CA

Designed new products and services to create a food delivery channel as part of a student-sponsored project with ArtCenter College of Design for Nestle

- Explored the user experience and used research methods to find insights
- Led a team of designers & Nestle executives through the design process
- Identified key opportunities with stakeholder buy-in to move forward
- Proposed new strategies, products and services for food and beverage



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## WORK EXPERIENCE CONTINUED

SKILLS: design & business strategy, innovation systems design, product roadmapping, design research, market analysis, industrial design, UI design, UX design, packaging design, branding, logo design, product positioning, research methods, Keynote, 3D modeling Solidworks, prototyping, appearance model making, Keyshot rendering, sketching, digital sketching, system design, service design, team leadership

### SENIOR INDUSTRIAL DESIGNER

ESPIRITU DESIGN | APR 2012 - AUG 2015

Salt Lake City, UT

Designed medical, consumer electronic and outdoor hard and soft good products. Performed design research and market analysis for product positioning and pricing. Sketched physically and digitally in Adobe Photoshop, and Illustrator, 3D modeled in Solidworks, rendered in Keyshot and made handmade physical prototypes and models for client reviews. Prototypes were fabricated using hand made and manufacturing methods like laser cutting, CNC, sewing, seam welding, ultrasonic welding, 3D printing, foam molding, and mold making. Analyzed key insights and trend analysis to find strategic design solutions. Created web and mobile graphical user interface designs and functional prototypes for development.

- Created physical and digital concept sketches for design selection
- Made functional prototypes using hands on and digital fabrication methods
- Selected materials, performance textiles, colors, and trims for product development and sampling
- Created Adobe Illustrator tech packs and 3D models for stakeholder review, factory sampling and production

SKILLS: Industrial design, product & business strategy, digital sketching, Keyshot rendering, 3D modeling Solidworks, Adobe Illustrator tech packs, Adobe Photoshop, performance textiles, material selection, product development, form development, factory manufacturing and production, quality control, product pricing, product positioning, design research, trend analysis, gear design, prototyping, model making, appearance model prep and painting, keynote pitch presentations

### DESIGN RESEARCHER, USER EXPERIENCE & SERVICE DESIGNER, INDUSTRIAL DESIGNER | FELLOW

UNIVERSITY OF UTAH | SPARK INNOVATION LAB | APR 2013 - AUG 2014

Salt Lake City, UT

The University of Utah Hospital came to the Spark innovation Lab to help them improve their maternity ward patient experience. They were consistently getting low patient satisfaction scores and wanted to identify the problem and design solutions to address the issue. Over a two year time period, I taught hospital executives and staff how to use design thinking techniques, get organization buy-in through design workshops, prototyping workshops and by collecting quantitative and qualitative data to support the design direction. After a design direction was selected I designed and digitally fabricated products to meet the needs we identified. The result was a 30% increase in customer satisfaction scores and an increase of 30% patient throughput through the maternity ward. This project resulted in improved customer experience and increased hospital revenue.

- Conducted executive workshops to gain system insights and buy-in
- Proposed products and services to improve the patient experience and increase efficiency
- Improved customer and provider communication and aligned expectations
- Improved patient throughput and satisfaction scores both by 30%
- Created value for the hospital in the form of increased revenue and an improved patient experience

SKILLS: design & business strategy, design research, research analysis, design workshops, systems design, industrial design, service design, user experience design, research methods, Keynote, 3D modeling in Solidworks, prototyping, appearance model making, sketching, digital sketching, team leadership/mentorship, fabrication, system modeling, Microsoft Excel





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## WORK EXPERIENCE CONTINUED

### INDUSTRIAL DESIGNER & DESIGN RESEARCHER

UNIVERSITY OF UTAH HOSPITAL | BIO-IMMERSION PROGRAM | 2013  
Salt Lake City, UT

The University of Utah Hospital started the Bio-Immersion program to help them innovate within the hospital and identify, design, and monetize those design innovations. During my time with the Bio-Immersion program I was able to observe and research laparoscopic operations and interview surgeons to discover their pain points. In-depth research and hands-on exploration was done around ergonomics, visibility, efficiency, technical requirements, and complex compliance issues. The operating room offered a complex and challenging environment to design for. I led a team of designers and engineers to find several successful design solutions which are in use today.

- Performed laparoscopic surgery research and product development
- Interviewed and shadowed health care professionals to gain insights
- Improved healthcare products, services and customer satisfaction
- Created and designed new innovations for hospital monetization

SKILLS: industrial design, design research, prototyping, team leadership/mentorship, design workshops, research methods, user interviews, 3D modeling in Solidworks, 3D printing, Adobe Illustrator, Keyshot rendering, Microsoft Excel, 2D concept visuals, Keynote presentations

### FABRICATION LAB INSTRUCTOR

UNIVERSITY OF UTAH | 2011 - 2015  
Salt Lake City, UT

The Fabrication Lab at the University of Utah provided instruction and equipment for students and faculty for the Architecture, Art, and Design programs. I instructed students and faculty on how to use wood working, metal working, plastic forming, CNC, laser cutting, fabric cutting, sewing machines and other fabrication equipment. This included teaching introductory welding, wood working, and sewing to college classes and individual lessons throughout the semester. More digital and physical fabrication methods were added to the fabrication lab during my time there which I helped source, procure, fabricate/install and develop classes, instruction, and safety protocols for. These new fabrication machines including Juki and Sailrite sewing machines, metal CNC machines, larger scale wood CNC machines sponsored by outside companies, more laser cutting machines, cutting machines, and 3D printers. I also maintained and serviced machines and equipment to keep them in the best working order to keep students working and following safety protocols. I also helped create a material library for performance textiles, bag design and gear design fabrics, foams, plastics, woods and metals for students to reference.

- Instructed college level introductory classes for the university Fabrication Lab
- Sourced, procured, fabricated/installed, and maintained lab machines and equipment
- Created a materials library of performance textiles, bag and gear design fabrics foams, plastics, woods, and metals
- Added new fabrication capabilities to the fabrication lab including sewing, cutting, 3D printing, metal CNC, large format Wood CNC, Plastic forming and bending.

SKILLS: student and faculty Instruction, sourcing, procurement, machine maintenance, prototype instruction, managed safety, team leadership/mentoring, grew fabrication capacity & capability, material & fabric science & selection library curation, welding, CNC, 3D printing, woodworking, sewing





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## WORK EXPERIENCE CONTINUED

### SNOWBOARD & SKI INSTRUCTOR/GUIDE

#### KAYAK INSTRUCTOR/GUIDE | SUMMERS

Driggs, ID | Jackson Hole, WY | Logan, UT | 2000 - 2010

Instructed kids and adults to snowboard and kayak. Taught 5 years of college level snowboard classes for BYU ID and USU through Grand Targhee and Beaver Mountain.

- Taught College Level Snowboard Classes for 5 seasons
- Snowboard instructor AASI Level 1&2
- Snowboard Freestyle Instructor AASI Level 1 Certification
- Kids Snow Sports Instructor PSIA Level 1 Certification
- Kayak instructor level 1&2 /backcountry guide for 10 years
- Cat Ski Guide through Grand Targhee Ski & Snowboard School
- Backcountry Kayak Guide through Rendezvous River Sports

SKILLS: professional teaching techniques, backcountry safety protocols, children Instruction, river safety, team coaching and mentoring

### RETAIL STORE MANAGER & SALES ASSOCIATE

Jackson Hole, WY | Logan, UT | Salt Lake City, UT | 2000 - 2015

Throughout the early part of my career, I worked in amazing retail businesses including Rendezvous River Sports, Al's Sporting Goods, Campsaver, Wasatch Touring, Kirkhams Sports, and REI. I always say I was a salesman before I was a designer and these opportunities helped me understand what makes great outdoor gear, how to help people understand value, and how to help people make the decision to buy. I learned to be a storyteller and create a vision for the customer. I feel the reason I'm a great designer today is largely because of these experiences.

- Rebranded and designed a new logo and website for Wasatch Touring
- Executed a external store remodel for Wasatch Touring using new branding
- Designed and constructed the Campsaver new retail store
- Designed and constructed the Rendezvous River new retail store
- Identified customer needs and budget for product selection
- Designed and merchandised product displays
- Serviced and maintained outdoor gear and equipment

SKILLS: retail sales, advanced outdoor gear knowledge, storytelling, interior design, graphic design, logo design, web design, branding, team leadership, scheduling, purchasing, retail buyer, retail store construction, environmental design, gear maintenance



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## PUBLICATIONS

### UNIVERSITY OF UTAH HOSPITAL - MATERNITY WARD

Aguuter, J., Buchi, K., Aguiler, R, Howard, E, "Improve the maternity ward patient experience", University of Utah Health Care / 2014 Nursing Report / "Chart a course for home"

### UNIVERSITY OF UTAH ATHLETICS DEPARTMENT - FOOTBALL FAN EXPERIENCE

The School of Architecture + Design is introducing a new design program. The program worked with the U Athletics Department to change football traditions, such as ways to improve tailgating. Jonathan Royce / The Daily Utah Chronicle April 2013 / "Design program to improve Tailgating"

### UNIVERSITY OF UTAH HOSPITAL - BIO-IMMERSION PROGRAM

Agutter, J., Hitchcock, R, Langell, J., Broadhead,K., Petelenz, T., "Design and Engineering Clinical Immersion Program", National Collegiate Inventors and Innovators Alliance Open 2013, Washington D.C. March 2013

## HONORS & AWARDS

### CARRYOLOGY

Best Camera Bag - Carryology Carry Award VIII - McKinnon Camera Pack 35L - 2020

### TRAVEL GOODS SHOW

Best of Show - Travel Backpack v2 - 2019

### ART CENTER COLLEGE OF DESIGN

Graduate Industrial Design Scholarship Recipient - 2015 -2017

Newell Brands Design Strategy Finalist - Prismacolor - 2017

Newell Brands Executive Leadership Design Strategy Pitch - Prismacolor - 2017

Student Leadership Grant Recipient - 2016

Gensler Design Innovation Award - Formula E Race Car Design - 2016

Nestle DesignStorm Participant - 2016

City of Long Beach DesignStorm Participant - 2017

Best Design & Strategy - Sleepwave - 2016

MOMA Design Finalist - Cloud Light - 2015

Best Design - Clay Tool - 2015

### XPRIZE

Xprize Challenge Finalist - Espiritu Design - i-calq Medical Device - 2015

### SALT LAKE CITY DESIGN WEEK

Finalist in the Product Design Student Show - Laser Cut Metal Sculpture - 2014

### UNIVERSITY OF UTAH

Best Studio Design Award - Adaptive Riding Device - 2013

Design Studio Finalist - Medical Crash Cart - 2013

Bio-immersion Program Participant - 2013

Bio-Immersion Program - Best Design Presentation - 2013

University of Utah Football Fan Experience Studio Participant - 2013

Spark Innovation Lab - Design and Research Fellow - 2011 - 2013



# GUEST SPEAKING & LECTURING

## OVERCOMING DESIGN CHALLENGES

UTAH STATE UNIVERSITY - SENIOR STUDIO CLASS | 2022

Logan, UT

## PRODUCT DEVELOPER & PRODUCT LINE MANAGER ROLES

UTAH STATE UNIVERSITY - PRODUCT DEVELOPMENT CLASS | 2021

Logan, UT

## DESIGN SPRINT LEADER

UTAH STATE UNIVERSITY - MY MEDIC | 2021

Logan, UT

## BUILDING A KILLER DESIGN PORTFOLIO

UTAH STATE UNIVERSITY - OPDD DEPARTMENT | 2018 & 2019

Logan, UT

## NEWELL BRAND | PRISMACOLOR'S STRATEGY TO SUSTAIN GROWTH IN A DIGITAL FUTURE

NEWELL BRANDS - NEWELL BRAND EXECUTIVE TEAM | 2018

Hoboken, NJ

# SKILLS SUMMARY

## RESEARCH & STRATEGY SKILLS

Design Thinking Methodologies  
Observation Research  
Future Trends Analysis  
User Experience Research & Analysis  
Customer journey mapping  
Human & Ergonomic Considerations  
Social & Cultural Trends Analysis  
Demographic & Ethnographic Research  
STEEP+ Analysis  
Competitive Analysis  
SWOT Analysis  
Design Strategy Roadmapping  
Strategic business planning  
Future scenario modeling  
Brand strategy & foresight

## 2D SKILLS

Analog Sketching (pen, paper, and marker)  
Digital Sketching - Procreate, Photoshop  
Adobe Illustrator  
Tech Packs  
Adobe PhotoShop  
Adobe Indesign  
Figma, Sketch & Flinto

## 3D SKILLS

Solidworks  
Rhino  
Fusion 360  
Keyshot  
Sketchup  
Shapr3D  
Clo

## HANDS-ON SKILLS

Color, Material, & Finish Selection & Testing  
Welding  
CNC Wood & Metal  
Laser Cutting  
3D Printing  
Woodworking  
Metal Fabrication  
Sewing & Patterning  
Automotive Style Spray Gun Painting  
Appearance Model Making  
Plastic Forming  
Prototyping - Rapid, Functional, Fabric, Foam, Paper, Etc  
Carbon Fiber & Fiber Glass Fabrication  
Composite Mold Making  
Manufacturing Liaison  
Electronics

## VR SKILLS

Unity VR  
Gravity Sketch  
VR & AR Concept Contextualizing  
Meta/Oculus Quest  
Microsoft Hololens



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## PERSONAL & PROFESSIONAL LINKS

### LINKEDIN

<https://www.linkedin.com/in/evanhowarddesigner/>

### INSTAGRAM

<https://www.instagram.com/evan.howard.design/>

### WEBSITE

[www.evanhoward.com](http://www.evanhoward.com)

## REFERENCES

### DAVID BARLOW

CEO OF MY MEDIC

[david@mymedic.com](mailto:david@mymedic.com)

(801) 830 - 5363

### JIM AGUTTER

FORMER DIRECTOR OF THE UNIVERSITY OF UTAH DESIGN PROGRAM

UNIVERSITY OF UTAH | DIRECTOR OF BACHELOR OF UNIVERSITY STUDIES

UNIVERSITY OF UTAH | DIRECTOR OF SPARK DESIGN INITIATIVE

UNIVERSITY OF UTAH | ASSOCIATE PROFESSOR IN THE DESIGN PROGRAM

[u0033136@utah.edu](mailto:u0033136@utah.edu)

[Jagutter@gmail.com](mailto:Jagutter@gmail.com)

(801) 755 - 2353

### BELINDA HO - TAIWAN

VP OF PRODUCT DEVELOPMENT - ALLIANCE TRADING GROUP | NOMATIC & PEAK DESIGN

[belinda@allitra.com](mailto:belinda@allitra.com)

+886961211067



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# LETTERS OF RECOMMENDATION

## JACOB DURHAM

CEO | CO-FOUNDER | NOMATIC

Evan was a powerhouse on our team. He worked incredibly hard and always went above and beyond. His understanding of design principles were solid and always came with solid recommendations whenever issues arose rather than waiting for others. On top of that he is fun to have on the team and does a great job leading and managing teams and projects. I always had confidence that projects that Evan was responsible for would be done on time and would be fully thought through. I would highly recommend Evan for any team or position.

## JON RICHARDS

CO-FOUNDER | NOMATIC

Evan worked as our industrial designer for a little over 2 years. During that time I feel like he adapted very well to the culture of our company and was always doing his best to meet our expectations. A couple reasons Evan excels is he puts his whole heart and mind into every project. He is VERY detail oriented and diligent. I never had to worry if he was working hard or not because he was always the first one in the office or the last one to leave. He takes initiative and is always looking to learn more or help in other ways. All around a great guy.

## JASON HAMPTON

GRAPHIC & PACKAGING DESIGNER | MY MEDIC

Evan is perhaps the hardest worker I have ever met. During my time working with him, he never ceased to amaze me with his knowledge, skills, hard work, and dedication. He was always in the office early and always staying late to ensure that everything was completed with the finest detail and care. He is an extremely talented designer and professional. I will forever appreciate his care and his willingness to mentor and share his vast knowledge so that I could grow in my career as well. He cared about his team in a way I have never experienced a leader do. You know he not only cares about his team's success but that he genuinely cares about your individual successes as well. All in all, Evan is absolutely incredible and I can't wait to see what he does next.

## CHELSEA SIMAR

FORMER GRAPHIC & PACKAGING DESIGNER | MY MEDIC

Evan is likely to be one of the most strategic and knowledgeable designers I've ever met. He has a mind for a great user experience and an eye for a beautiful design aesthetic. Evan has the unique quality to look ahead of trends and plan big moves for any client. This visualization of the future requires that he goes above and beyond his role, which he does. He has an incredible work ethic which inspires others around him to practice the same. At the same time, Evan knows how important a work/life balance is for the people he manages. He is enjoyable to work with and creates lasting friendships. In summary, anyone would be so lucky to hire Evan for his work ethic, creativity, design eye, and strategic thinking.

## JACK DORRANCE

TECHNICAL DESIGN STUDENT | APPAREL DESIGNER

Having interned under Evan, I can say that he is truly guided by the desire to better the human experience. Evan cares, as he strives to produce the most considerate and user-centered product, all while helping to mentor younger designers reach both team and personal goals. Evan understands how to help others learn and develop their skills, as he pushes his team members to learn on their own, strategically stepping in and adding valuable direction and experience when needed.

Evan's process is focused on the use of extensive research and strategy to improve his team's consumer empathy/understanding and the project deliverable overall. He brings an excitement and energy to any team he works with, whether professional or student based, and values a strong personal connection to those he provides direction/mentorship to.

My experience with Evan was profound and critically developmental to the designer and person that I am now in my later years of schooling. His focus on research, innovation, and a user-focused mindset can be seen in my own work today. I now deem the time I worked with him invaluable.

