

Objective

Bring forward industrial design and strategic creativity experience alongside technical aptitude to achieve well researched and captivating design solutions

Skills & Knowledge

Design

Project Areas

- smart interiors
- service/flow
- landscaping
- wayfinding systems
- industrial/product
- workstations
- furniture
- lighting
- colour and form

Research Methodologies

- interviews/surveys
- criteria formation
- stakeholder assessment
- human factors/task analysis
- user centred design
- experience mapping
- persona scenarios
- qualitative findings
- competitive analysis
- value confirmation
- environmental responsibility

Management & Direction

- ideation
- look and feel vs. functionality
- harmonious spatial layouts considering elements of colour, texture, form and lighting
- design brief management involving project definitions, research, summary of discoveries, scope, checkpoint planning and specifications (OCAD)
- content improvements of copy, tags, media encoding, and graphics

Drawing, Graphics & Rendering

- 2d & 3D: sketching, product illustration, technical and shop drawings, signage/wayfinding, software wireframes, presentation graphics, instructions, plans, elevations and maps
- Creates maximized readability while maintaining aesthetic and environmental fit

Software

- SolidWorks, SketchUp, Adobe (Photoshop, Illustrator, Dreamweaver, InDesign)
- Microsoft Office (Word, PowerPoint, Excel, Outlook, Access), Acrobat, desktop publishing, email software, blog software, database & inventory software, full computer management
- Contributes software ideas and bug reports to forum of music manager software, MusicBee

Technical, Fabrication & Prototyping

- Mock-ups for best aesthetic definition, specification evaluation and functional testing
- Product design fabrication expertise in metal, wood, plastics, and model materials
- Mechanical and practical physics aptitude with building, testing and specifying
- Resourceful and responsible with shop/power tools and precision instruments

Writing & Communications

- Creation and restructuring of knowledge-base guides for ease of use: instructions, specifications, brochures, advertising copy, blogs, reviews, features lists, catalogues
- Oral and visual presentations engaged employers and university audiences

Experience

Project-based Industrial Designer

Analyzer & Developer
June 2012 - Present

- Providing ideas, research or construction of landscapes, service design, furniture, interior design and wayfinding
- 2014: Project-based product design CAD at ergoCentric

ergoCentric Seating Systems

Associate Retail Manager
Feb. 2013 - Present

- Friendly, honest and educational service specifying ergonomic systems to alleviate strain and address unique health cases in client workspaces
- Designed all new point of purchase graphics templates enhancing brand visual identity with easy to read feature information and pricing
- Optimized product feature configurations and updated look and feel (new material/colour guidelines) resulting in new bestseller showroom chairs
- Product improvement contributions, determined remedy parts, ideas approved for production (easy chair size packages to eliminate parts errors, designed keyboard tray ease of access refinements, turned customer feedback into new design specification of accessory)

Design Plastics International, Vaughan

Industrial Designer (Temporary)
March 2012 - May 2012

- Designer on a close-knit project team developing interactive retail displays for well-known brands
- Designed retail displays for holding products, graphics and demos in production
- Utilized CAD (Solidworks) to create and correct multi-part assemblies and production drawing packages
- Structural and aesthetic sheet metal, tube, and cage
- Converted CAD to rendered look & feel sell sheets
- Utilized Photoshop and Illustrator to prepare prints
- Created sketches, mock ups and assembled prototypes

factorydirect.ca, Brampton

Store Support Technician (promoted from: Sales Associate, Merchandiser)
Nov. 2009 - Oct. 2011 (Full-time)

- Analyzed customer criteria and outlined suitable solution options, created numerous return customers
- Pitched a unified wayfinding sign design to a corporate manager and it has been implemented in several stores
- Utilized my experience/training as a consultant for new store merchandising, categorization & fixture ideas

Education

Bachelor of Design - Industrial Design | *OCAD University, Toronto, Ontario*
Sept. 2005 – June 2009

SolidWorks CAD Levels 1 and 2 | *George Brown College, Toronto, Ontario*
Mar. 2010 – July 2010