

Industrial Design

(222) 222-2222 · www.industrialdesign.com · industrialdesign@gmail.com · www.yourlinkedin.com

EDUCATION

Brigham Young University	Apr 2021
B.A. Industrial Design – GPA: 3.4	Provo, UT
Minor: Business Management	
Coursework: Innovation and Entrepreneurship, Foundations of Global Leadership	
Snow College	Apr 2015
Associate of Arts – GPA: 3.8	Ephraim, UT

SKILLS

Design: User flows · Concept sketches · CAD (Solidworks & Fusion 360) · Wire-frames & mock ups with Sketch & Illustrator · Basic motion design (After Effects) · Graphic Design & Style guides · Special design (Museum installations)

Prototyping: Rapid prototyping (3D Print, sketching, making) · Interactive web flow with HTML/CSS/JS

Research: Experience mapping & persona hypothesis · Data collection & analysis (Surveys, Excel, Power BI) · Web A/B Testing & Experiment · Observational study

PROFESSIONAL EXPERIENCE

Design ABC	Apr 2018 – Present
<i>Director of Product</i>	Salt Lake City, UT
<ul style="list-style-type: none">Co-designed and manufactured new card game, Fetus Feud: The Game of Sudden Birth, making over \$100,000 in revenueConducted market research and compiled user input to develop over 50 business cases	
DEF Company	Aug 2017 – Feb 2018
<i>Director of Customer Experience (CX)</i>	Salt Lake City, UT
<ul style="list-style-type: none">Designed, and launched two websites for DEF Company and sister company, GHI Company, to facilitate an enhanced user experience in personal and business credit-building processesOptimized, executed and automated new operations system to maximize efficiency of business funding processes and minimize overhead costs by 20%Facilitated funding of \$316,000 for clients by budgeting based on individual needsIncreased customers by 23% through consistent positive interactions	
XXX Development Corp.	Jan 2016 – Feb 2017
<i>Product Manager</i>	Orem, UT
<ul style="list-style-type: none">Owned product ideation, vetting, business case development, design manufacturing processes, branding, marketing, PR and product-life-cycle plans for 25+ productsLaunched and managed 25 new product SKUs bringing in \$250,000 in revenueAutomated branding process for a line of children's shoes leading to 100% increase in brand revenue	

VOLUNTEER EXPERIENCE

The Church of Jesus Christ of Latter-day Saints	Jun 2013 – Jun 2015
<i>Full Time Representative</i>	Lyon, France
<ul style="list-style-type: none">Trained over 30 volunteers with improved tactics leading to doubled growth in some regionsOrganized and taught 20+ workshops on leadership, relationships, and goal setting	