

Professional Summary

A strategic thinker and experienced designer that values play, sustainability, and social impact. Skilled at building ideas with others, I excel in roles requiring creativity, teamwork, design thinking, industrial design, user research, trend analysis, and concept development.

Experience

KA Design

Freelance Work
2011-Present
New York, NY

Industrial Design Consultant - Selected Projects

- Developed educational systems of play for the Lego Foundation to support their mission of enhancing childhood education in developing countries.
- Created inclusive design workshops adaptable to foster care organizations, after-school STEAM activities, and job training programmes; taught 100+ people a range of design skills.
- Established a product line for a private company by transforming a single toy into a modular building system that resulted in lower production costs and distribution by a major toy retailer.
- Invented a research-based educational toy; conducted classroom testing with a range of ages (2-16), devised engagement events, implemented a marketing campaign to sell to schools and families.

Brand Genetics

Consultancy
Oct. - Dec. 2018
London, UK

Associate Researcher

- Identified technology trends impacting mega-cities and homes of the future; research results were incorporated into a report for a Fortune 100 CPG client.
- Compiled a database of industry experts, scientific researchers, and companies utilizing the latest technology to advance the areas of healthcare, production, and consumption.

JMP Creative

Toy Company
Sept. 2015 - Feb. 2016
Santa Ana, CA

Toy Inventor

- Reverse-engineered existing mechanisms with off-the-shelf components and 3D printed parts; developed toy concepts that were proposed to major toy companies for licensing.
- Designed logos, packaging, exhibition prototypes and produced promotional videos.

Publicolor

Youth Development
June - Sept.
2015, 2016
New York, NY

Design Instructor

- Developed ed-tech design curriculum for Summer Design Studio (SDS) to prevent summer learning loss by sharpening students' maths and literacy skills through product design.
- Taught Adobe Photoshop and Illustrator to 200 at-risk secondary students; provided instruction in laser cutting, design with visual principles, creating graphics, and portfolios.

Fahrenheit 212

Consultancy
July - Oct. 2014
New York, NY

Innovation Intern

- Analysed the changing tastes and expectations among BRIC and MINT millennials; compiled insights and trends into a presentation for a Fortune 500 global hospitality brand.
- Mapped the product offerings of a Fortune 500 food manufacturer, against their competitors to help identify market gaps and new product opportunities.

Education

2017 - 2019 London, UK	The Royal College of Art (RCA), School of Design MA 2019 - Design Products
2007-2011 Ann Arbor, MI	The University of Michigan, Stamps School of Art & Design BFA 2011 - Industrial Design

Exhibitions

Oct. 2019 Eindhoven, NL	Dutch Design Week Project: The Waterside Gobbler
July. 2019 London, UK	Royal College of Art - Degree Show Project: The Waterside Gobbler
April 2019 Milan, IT	Milan Design Week - Ventura Future Project: Duo
June 2017 London, UK	V&A Museum - Digital Futures: Future Food Project: Happy Pastures

Expertise

INTERPERSONAL

- Teamwork
- Training
- Workshop Design
- User Research

BUSINESS

- Market Analysis
- Client Development
- Marketing Strategy
- Product Mfg.

DESIGN

- Research
- Sketching
- System Thinking
- Concept Generation

PROTOTYPING

- Wood
- Plastic
- Metal
- Soft Goods

SOFTWARE

- Rhino & Fusion 360
- Adobe Creative Suite
- Keyshot & V-ray
- Digital Fabrication
- Webflow

Achievements

- 2019 Faculty recognition for helping produce design exhibitions and creating a vibrant and inclusive studio culture in Design Products at RCA
- 2018-2019 Co-president, SustainLab: facilitated workshops, speakers, and events; supported climate change activism; and provided a platform to help all students include sustainability into their practice. <https://sustainlabrca.org/>
- 2018 Co-developed a student project into a circular design workshop for the Royal National Lifeboat Institute (RNLI); guided 20 RCA students through a joint RCA x RNLI design sprint
- 2017 Ellen MacArthur Foundation, Disruptive Innovation Festival (DIF), Second Place Winner of Circular Design Case Award

Interests and Skills

Adventure sports, Travel (14 countries), Road trips, Martial Arts, Evasive Cycling, Volunteering