

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 teaching, teamwork, design thinking, industrial design, user research, trend analysis, and concept development.

Experience

KA Design

Consultancy
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.

Awards & Achievements

- 2021 Winner of a \$50,000 Play Everywhere Grant from Kaboom! to co-design with kids, an educational outdoor play area for communities living in rural poverty in New York State.
- 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

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
- Teaching
- Workshop Design
- User Research

BUSINESS

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

DESIGN

- Research
- Sketching
- System Thinking
- Concept Generation

PROTOTYPING

- Paper
- Wood
- Plastic
- Metal
- Soft Goods
- Casting

SOFTWARE

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

Interests and Skills

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