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Experience

Industrial Designer Target Corporation

Jul 2018 - Present (5 years)

- Designed and launched 36+ products across 7 brands in the essentials, beauty, baby, and pets categories, all achieving claims or 3rd party certifications.
- Developed product solutions alongside chemists and material scientists.
- Lead projects worth \$30M+ in sales per year.
- Collaborated with 15 domestic and international vendors from 2D sketch phase to manufacturing using virtual development and sampling tools.
- Designed, modeled, and constructed functional prototypes for guest testing.
- Conducted multiple qual research surveys, interviews, and tests on all projects.
- Owned assortment plans, brand strategy, and product aesthetic direction.
- Initiated *Design With*, an inclusive research/design approach across 2 teams and the Disability Business Council, leading to accessibility insights impacting product, packaging, store, and digital experience at no cost to the organization.
- Applied generative design solutions to products resulting in 18% material reduction, increased part strength, and functionality. Presented to SVP of Design.
- Developed a line of 12 cleaning tools that reduce plastic, use renewable materials, are designed for disassembly, are designed for refill and reuse, and all retail for 30% less than comparable national brands.
- Mentored team members in sketching, CAD, and visual communication.

Adjunct Faculty University of Minnesota

Jan 2020 - May 2021 (2 semesters)

- Guided a class of 40 students to visualize 3D products, build objects from orthographic projections, practice ideation, and dabble in visual storytelling.
- Introduced students to design thinking and product development.

Education

Arizona State University Tempe, Arizona

Bachelors of Science in Industrial Design

Class of 2018 | GPA 3.68

Graduate Level Coursework, 6 credits: Mobile UX Design, Advanced CAD

Generative Design Course Coursera

Online Fusion360 course learning generative design processes | 2021

Skills

Research

Qualitative
User Testing
Focus groups

Sketching

Hand sketching
Procreate App
Sketchbook Pro

Adobe

Illustrator
Photoshop
Premiere

Realization

Solidworks
Fusion360
Keyshot

Awards

Designed products that passed the Arthritis Foundation's Ease of Use testing
2018 IDSA Student Merit Award Winner, IDSA West SMA Finalist