

# Michael Run

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**Education :**  **University of Cincinnati Cincinnati, Ohio**

College of Design, Architecture, Art, Planning (DAAP)

**B. S. Industrial Design, 2007**

Fine Art Certificate, 2002

Business Minor, 2007

\*Honour Societies, Deans List, President's List, IDSA, DAAP Showcase, RallyCats (UC Sports boosters)

**Proficient Skills :** *Adobe Suite, Painter, Sketchbook Pro, Alias, Creo, SolidWorks, Rhino, Grasshopper, Keyshot, Cinema 4D, Maya, 3D Studio Max, Vray, Arnold, Office Suite, Google Docs*

**Specialties :** *New Product Development, Sketching & Ideation, CAD form development (surfacing), Story Boarding, Packaging (CPG), UI, UX, Qualitative Research, Design Strategy, Design Thinking, Mentoring, Team Training, Directing, Personnel & Account Management*

**Experience :** **Simplifyber**



Chicago, Illinois - Raleigh, NC

**Director of Industrial Design**

Sept 2023 - Nov 2024

An executive and director, at a \*highly confidential\* start-up focused on Fashion, Footwear and Automotive. Some of my responsibilities included: design, engineering, surface development, mold development, CAD & 3D Prototyping, AI, fostering & creating IP, personnel management, budgeting and voting.



**Dyson**

Chicago, Illinois

**Senior Designer and Creative Specialist**

2023

Worked in the marketing design team Chicago, USA. Design, retail design, event design, engineering, and technical design. Specifically designed NPD (New Product Development) and retail fixtures for worldwide locations, coordination and distribution regarding new product launches and special events. Primarily utilizing 3dsmax, SolidWorks and Vray - 3D modeling and rendering for rapid visualizations as well as producing technical drawings for manufacture and installation. Additionally used: Sketchup, Adobe, Layout, for design intent, technical drawings, reverse engineering and other traditional design applications.



**Instant Brands**

Chicago, Illinois

**Lead Designer**

2020 - 2022

At Instant Brands I created VBL (Visual Brand Language), Brandassets and managed design for a new brand (NPD). Additionally, I designed for existing brands in the Instant Brands family including; Zoid, Chicago Cutlery, Corelle, Corningware, and more. Designs were executed utilizing a holistic and complete design process across many product categories, from ideation sketches to CAD for development to CAD for engineering, and production for world wide distribution as well as marketing.



**Design Engine**

Chicago, Illinois

**Principal Designer / Instructor**

2016 - 2021

Design Engine is a boutique CAD and design educational institution that provides training and consulting services. I have trained and mentored 100's of professionals and students. As a designer and instructor I have handled many duties such as design and engineering consulting, course creation, instructing and sales. The breadth and depth of my experience allows me bridge the gap between design and engineering building a better relationships between team members, while also empowering individuals whatever their experience may be, to achieve their highest outcomes.

**Other Experience Includes :**

(See page 2)



**Wrigley's**

**Senior Designer**

2012-2015



**University of Illinois at Chicago**

**Adjunct Faculty**

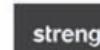
2010 - 2013



**Beyond Design**

**Industrial Designer**

2009 - 2011



**Streng**

**Designer**

2008 - 2009



**Insight PD**

**Designer**

2008



**David Copperfield**

Las Vegas, Nevada

**Illusion Designer**

2006



**M3 Design**

Austin, Texas

2007



**New Balance**

Boston, Mass

2006



**RCA**

Indianapolis

2005



**Hasbro**

Pawtucket

2005



**University of Illinois at Chicago**  
Chicago, Illinois  
**Adjunct Faculty**  
2010 - 2013

I have taught design classes in the Industrial Design program. Classes varied from 10 to 20+ students. Maintained one on one time for all students. Created and designed classes. Improved design comprehension of all students by incorporating objectives and strategies beyond the given college requirements. Introduced students to professional style critiques by inviting colleagues to participate in class reviews. (previously not executed by faculty members)



**Michael Run Design**  
Chicago, Illinois  
**Principal Designer**  
2011 - Present

Michael Run Design has worked on projects for clients such as Wrigley's, Best Buy, Starbucks, Coca-Cola, McDonald's, HGTV, Lime and others. I've worked with well known brands on large & small scale projects, as well as smaller companies.



**Beyond Design**  
Chicago, Illinois  
**Industrial Designer**  
2009 - 2011

Beyond Design is a design consultancy in Chicago, Illinois who works with a wide range of clients and specializes in design for manufacturing. I participated on many projects for various clients, managing projects from idea to concept and through production. Working closely with teammates and clients in all phases of product design, I also managed design for one of BD's largest client's for 2 years. Additionally I successfully negotiating additional phases of design on multiple projects outside of initial proposals. Analyzed clients' product landscapes and designed solutions utilizing their manufacturing capabilities and opportunity areas. Participated in writing proposals for clients. Was direct contact for multiple clients while managing their design projects. Trained and managed juniors & interns.



**Streng Design**  
Chicago, Illinois  
**Industrial Designer**  
2008 - 2009

Streng Design was a small award winning design consultancy in Garfield Park, Chicago. Participating in many design arenas including Industrial, Graphic, User Interface, and Digital Design I led small projects and contacted clients. Involved throughout the execution of many projects. Concentrated on ID skills like ideation, CAD modeling and rendering. Made user guides for appliances. Used Wacom Cintiq efficiently. Most work was heavily focused towards the home appliance market. Other projects included power tools, weather station, UI animations, UI video recording for synthesis, user guides, flow charts, and client presentations.



**Insight Product Development**  
Chicago, Illinois  
**Contract Industrial Designer**  
April - July 2008

Contract designer who participated in many projects for different clients. Led brainstorming and storyboarding. Assisted team of designers in all phases of product development. Projects varied from induction technologies, cleaning solutions, to safety eyewear. Skills utilized: brainstorming, ideation, rendering, Adobe, Painter, CAD, storyboards, user scenarios, and presentation documents.



**M3Design**  
Austin, Texas  
**Industrial Design Intern**  
Dec 2006 - Mar 2007

M3 is a design consultancy located just north of Austin Texas. M3 is a growing consultancy, with specialized teams and personnel. There are 10 designers and about 60 engineers on staff. Participated in the design process of many different products ranging from consumer electronics to medical devices. Assisted designers and engineers on separate and collaborative projects. Skills utilized include brain storming, ideation, sketching, rendering, Adobe, product touch up, story boards, and presentation documents.



**David Copperfield**  
Las Vegas, Nevada  
**Illusion Designer**  
Jun 2006 - Sep 2006

David Copperfield is a world-famous magician and entertainer. He has won Emmys, holds many world records, and is an international sensation. David Copperfield acquired private islands located in the Bahamas. He built a very small design team to redesign the islands structures and environments, as well as design new and upcoming illusions. Worked in an extremely creative, fun atmosphere, where imagination was in high demand. While in an office of an off-site warehouse as well as backstage of the MGM Grand, participating with David Copperfield on a daily basis. Very fast paced, sometimes stressful and hectic environment, as a result of pressure from live entertainment shows. Was exposed to the backstage side of the entertainment business. Built many solid relationships throughout the entire design staff and crew. Participated in design of illusions and various projects for his islands. Utilized many design skills.

## Other Experience Includes :



**New Balance**  
**Footwear**  
2006



**RCA**  
**Consumer Electronics**  
2005



**Hasbro**  
**Toy and Game Design**  
2005