

Jenna Kim

Industrial Designer

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Education

2004 - 2008

Art Center College of Design

Bachelor of Science in
Transportation Design

Skills

Computer skills

Adobe Illustrator, Photoshop,
InDesign, Blender, Keyshot,
Corel Painter, Microsoft Office

Visual communication skills

Pen/pencil/digital sketching, rendering,
and mock-ups.

Presentation skills

Verbal and 2D/3D format

Others

Communication between factories and
oversee the sampling process.

Launching product lines successfully
and be part of every step of the way.

Always deliver on time.

Recognitions

IDEA finalist 2020

Art Center Gallery

Art Center Scholarship

Daimler Chrysler Scholarship

General Motors Scholarship

Attributes

Flexible, objective, open minded
and able to take a joke.

Interests

Travel, fashion, food,
golfing, camping, hiking,
musical, baking,
oh, did I mention traveling?

Experience

5/2021 - Current

ToughBuilt Industries Inc.

- Lead soft good category for ToughBuilt. Products include a full line of gloves with different levels of safety ratings, tool carry system with water proof base with soft durable fabric top and soft lunch cooler.
- Involve in improving soft good process and advise sourcing team for evaluating different factories for quality, construction, and costing.
- Collaborate with product management and marketing team to successfully bring products to clients and to market.

4/2017 - 5/2021

CamelBak Products, LLC

- Designed outdoor/hydration packs including hike, mountain bike, run products, lifestyle packs as well as hard goods such as water bottles, tumblers.
- Lead innovative projects that shapes the future of CamelBak technology.
- Involve in all aspects of development from research, materials development (knitted/woven fabrics), design, and development.
- Facilitate brainstorm session with cross functional teams and athletes.
- Conduct consumer insights. Recruit interviewees from UserInterviews.com
- Plan for product field test with core consumers and athletes.
- Collaborate with product managers to create the most effective line of products within its category. Work with marketing and development team for a successful launch of new products in US, LATAM, EU, APAC.
- Manage design consultants and mentor jr. designers.
- Domestic and international travel for trade shows and product development.

4/2013 - 03/2017

The Outdoor Recreation Group

- Responsible for designing hiking, hunting, fishing and other outdoor bags for Columbia Sportswear, Walmart, REI, Dick's Sporting Goods, Bass Pro and other outdoor companies.
- Participate in research, design and development process as well as multiple domestic and international travels.

03/2009 - 04/2013

Agile Brands, LLC

- Design collections of laptop bags for major computer brands in US, LATAM, EU.
- Participate in all aspects of the designing and development process. Research, concept development, design, and sampling with factories overseas

Projects

CamelBak Cooler Backpack and Group Reservoirs for Spring 2022

ChillBak™ Pack 30 is the first soft-sided cooler backpack with built-in hydration.

https://www.youtube.com/watch?v=MHOP4CI_z5E

CamelBak Run Products for Spring 2020

Run vests and packs for multi-adventures and races.

<https://www.idsa.org/awards/idea/sports-leisure-recreation/zephyr-vest>



CamelBak Drinkware line for Spring 2020

Vacuum insulated stainless steel wine tumbler and wine bottle

https://www.camelbak.com/en/bottles/drinkware/Ro2121--Horizon_12_oz_Wine_Tumbler?color=649188eaegdd4027859f2886821ab040