

ABOUT ME

10.5 years as an industrial designer, I've had the opportunity to work in a wide range of industries including transportation/automotive, consumer electronics, professional AV, footwear & athletic apparel, lifestyle, and toy design. Some of the brands I've had the privilege to contribute to; Husqvarna Motorcycles, KTM Sportcar, UYN Apparel, KTM Motorcycles, Christie Digital Systems, North, Google. I recently launched my own automotive & motorcycle lifestyle brand as a provocation to influence a more inclusive and playful culture. Avid baker, pizzaiolo, auto enthusiast.

EXPERIENCE

INDUSTRIAL DESIGNER | AR & Mobile ID

GOOGLE INC. - Waterloo, ON | Mountain View, California

June 2020 - PRESENT

Future product development, design language strategy for consumer and conceptual products. Strong focus on human factors, aesthetics, x-functional collaboration w/ PDE, UX, PM, etc. Lead ID for several projects in both AR and Mobile ID.

Main Duties:

- Conceptual development for future products
- Design language development
- Design validation through user feedback and testing
- 2D and 3D visual development and visualization
- Create high fidelity prototypes for senior leadership and design validation
- Responsible to final 3D handoff (G3 level surfacing)

INDUSTRIAL DESIGNER

NORTH INC. - Waterloo, ON

December 2018 - June 2020

Future product development in the world of smart wearables. Ground up design language development in collaboration with product, marketing, senior leadership. Rigorous user testing with regards to human factors, usability, and aesthetics.

Main Duties:

- Conceptual development for future products
- Design language development (form language, CMF strategy, SKU strategy)
- Design validation through user feedback and testing
- 2D and 3D visual development and visualization

TRANSPORTATION / PRODUCT DESIGNER

KISKA GMBH. - Salzburg, Austria

November 2016 - May 2018

Crossover Designer. Strong focus on future transportation solutions and visionary projects (conceptual, strategic and production) for multiple brands. Involved in both long term and short term design projects.

Main duties:

- Interior design (Transportation/Automotive, Conceptual and production)
- Exterior design (Transportation, Conceptual)
- Digital strategy solutions (Conceptual)
- UX design practices in physical and digital applications
- Product design (Footwear, helmet detailing, conceptual and production)

Released work:

Husqvarna 701 Svartpilen (Show Bike Ideation, Front Fascia (Production), Accessories)
Husqvarna Vitpilen Tank Bag Mount



UXD INDUSTRIAL DESIGNER

CHRISTIE DIGITAL SYSTEMS INC. - Kitchener, ON

JULY 2014 - OCTOBER 2016

Worked in the UXD team on conceptual and production projects. Responsible for development of rack-mount products with guidance of lead design. Developed themes for future product languages. Support for press material and technology projects.

Main duties:

- Design language development
- ID Style Guide Development
- Conceptual design
- UX Labeling and Graphics

Products Released: Christie Boxer, Spyder X-80, Christie Link, Christie E500, Christie CP4325-RGB, Crimson Series

JR. INDUSTRIAL DESIGNER (INTERNSHIP)

DESIGN PLASTICS INTERNATIONAL - Vaughan, ON

May 2013 - August 2013

- Premium permanent purchase displays
- Supported on concept ideation, prototype, and production work
- Completed internship and re-hired upon graduation for contract work

EDUCATION

BACHELOR OF INDUSTRIAL DESIGN

Humber College ITAL - Toronto, ON

2010-2014

CERTIFICATE - DESIGN FOUNDATION

Humber College ITAL - Toronto, ON

2008-2010

AWARDS

BEST THESIS MODEL - HUMER COLLEGE INDUSTRIAL DESIGN THESIS SHOW

Presented by Objex Unlimited

2014

MAY 2014 ALLTHESKETCHES.COM COVER PHOTO WINNER

Presented by allthesketches.com

2014

Runner-Up Best Prototype Model - ACIDO Rocket Show

Presented by ACIDO

2014

Best Prototype Model - ACIDO Rocket Show

Presented by Nova Product Development

2014