



Industrial Designer/Creative Director/Product Developer/CAD Modeler/Crash Test Dummy... These are just some of the capacities I've used to reach my career goal to make awesome products that passionate people want to use. In my 17-year professional career, my goal is simple... Make things better.

Icon Motosports Senior Designer

June 15|Present

Responsibilities: Worked with Creative Director and development team to generate concepts and production specs across entire product offering. Designs included helmets, helmet graphics, jackets, pants, gloves, footwear, accessories, and casuals. Managed projects from initial brief through final design sample to maintain design. Researched materials and manufacturing techniques to make class-leading products for every level of motorcycling.

Sport Dimension Creative Director

Nov 11|June 15

Responsibilities: Manager position tasked with leading a creative team to design and develop product, packaging, and marketing materials for Body Glove, Jet Pilot, and Sport Dimension. Build timelines and development plan to track and manage product categories including wetsuits, PFDs, bodyboards, snow sleds, rashguards, and other watersports-related products. Design for multiple levels of distribution including specialty, sporting goods, and large national retailers. Designing and tracking individual SMU projects for outside brands including Yamaha, Kawasaki, Rockstar, Laird Hamilton, and SeaDoo. Managing all studio photography for Sport Dimension products.

661 / One Industries Senior Designer

Feb 10|Nov 11

Responsibilities: Worked with brand manager and sales team to create brand strategy and design direction for 661. Managed all aspects of the design process from product brief, timeline, and concept creation through product confirmation. Led small design team in product and graphic design to produce all visual and product elements of the brand including product, packaging, catalogs, print ads, and trade show booths. Designed several SKUs for One Industries including helmets, racewear, gloves, and protection.

Z1R Helmets Lead Designer

Oct 07|Feb 10

Responsibilities: Worked with purchasing, marketing, and manufacturers to design new helmets and technical apparel for street motorcycling industry. Worked with Brand Manager to define brand direction in the competitive landscape of motorcycle gear and apparel. Developed brand direction through visual presentations including product, art, and video. Designed helmet shells, technical features, shield mechanisms, graphics, and apparel.

Pro-tec / Vans Designer I - II

Aug 02|Oct 07

Responsibilities: Designed action sports helmets, pads, snowboard boot technologies, bindings, footwear and accessories for a leader in the action sports market. Worked with product management to develop products based on product brief to meet target costs and company's strategic plan. Developed new concepts and technologies for possible integration into product line.

AWA Design Associate Designer

Jun 00|Aug 02

Responsibilities: Designed various products for a small design consulting firm using skills in model making, concept rendering, concept sketching, and research. Products included cable boxes/routers, power tools, hand tools, grills, grill accessories, etc.

Leadership Skills

Timeline creation, photoshoot management, 15+ years protective gear manufacturing knowledge, leading design team, mentoring young design professionals, creating working relationships with local, domestic, and international vendors, leading brainstorming/idea sessions

Industrial Design Skills

Trend research, technology research, concept sketching, technical drawing (drafting, tech pack, part design), prototyping, web design, graphic design, photography, and publishing

Computer Skills

Adobe Creative Suite (Illustrator, Photoshop, InDesign), CAD design (concept refinement /rendering to 3D surface and solid modeling) Rhino 3D, Solidworks, Fusion 360, Microsoft Office, Final Cut Pro, Apple Motion
Mac and PC comfortable

Modeling and Prototyping Skills

All general shop equipment, CNC milling, clay modeling, vacuum and pressure forming, painting, 3d printing, urethane foam, sewing, pattern making

Materials Knowledge

Plastics (thermosets, thermoplastics, tooling plastics, and foams), ferrous and non-ferrous metals, textiles and leathers, woods, papers, paints, neoprene, rubber, fiberglass and carbon fiber

Education

Bachelor of Science in Industrial Design
Georgia Institute of Technology
May 2001

Achievements

Included in Georgia Tech 60th Anniversary Industrial Design Alumni Exhibition and Catalogue

Designed and developed patented technologies for action sports pads and helmets

Attended conferences and worked to improve studio space for future students as the Environmental Solutions Committee Chairman for Georgia Tech IDSA student chapter

Awarded Dean's List honors for 3 consecutive years, 1999-2001

Student Achievement Award presented by Dr. Lorraine Justice, 2000 and 2001