

Design, Innovation, Product Development, Design Thinking

Dynamic professional with impressive history coordinating formulation, developing, and delivering state of the art products for utilization in diverse industries. Transform concepts into workable and profitable realities, designing and directing high-impact strategic plans. Diversify portfolios and expand business lines, researching and capitalizing on emerging technologies and trends. Propel start-ups and amplify existing business, utilizing existing networks and building loyal long-lasting client and referral bases. Achieve and exceed corporate and client objectives, assembling, mentoring, and leading world class cross functional teams. Spark creativity and ignite ingenuity.

Leadership • Needs Analysis • Creative Solutions • Strategic Planning • Business Development • Portfolio Diversification • Multiple Project Management • Industry & Technological Research Problem Solving • Networking • Relationship Building • Cross-Functional Team Building & Mentoring

professional experience

Redfish Product Development LLC. Boston, Massachusetts 2009 to present



We employ a helical development team model, where design is used as the catalyst to align the values of all constituents, from marketing, engineering, manufacturing, and service, around the users' needs, establishing a product language which resonates with the user, reinforcing the value of the brand.

Principal

Redfish was formed in 2009, merging user centered design solutions with a strong understanding of applied anthropometrics (the knowledge of the human dimension applied to product development) and product semeiotics (the meaning behind the visual language of objects) tied to brand recognition, providing dynamic design leadership and delivering state of the art design solutions.

Sole owner and principal since 2012, where I re-branded the company and charted a business plan for steady growth and market expansion.

Ideology: Attleboro, Massachusetts - 2006 - 2009



Developer of products for juvenile and toy industries; serves major corporations such as Fisher - Price, Disney, Hasbro, The First Years, and Dorel, amongst numerous others.

Senior Industrial Designer

Recruited to drive business growth, expand portfolio, and increase diversity of client base by leveraging personal resources from diverse industries. Cultivate client relationships. Evaluate needs. Design and lead development of creative product solutions. Motivate and assist in the direction of remaining cross functional design team consisting of designers, engineers, and model makers.

Major Contributions & Highlights:

- Enriched company offerings and improved market position, incorporating key experience in Medical, Consumer, Telecomm, and Laboratory product industries into business.
- Strengthened credibility with significant amount of existing clients, continually exceeding expectations on details and deliverables.
- Gained in-depth knowledge of toy and juvenile markets.

professional experience
continued

Massachusetts College of Art and Design

Boston, Massachusetts - 1997 - Present

State-run art & design school ranking consistently in Top 3 in region.



Tenured Professor, Industrial Design Department

Teach a variety of design studio classes: Industrial Design Studios 1, 2, and 3, Degree Project, Drawing for Designers, SolidWorks, Form, and Principles.

Develop students' talents on how to draw and communicate visually, and utilize industrial design CAD package. Coordinate activities throughout all classes in professional practice setting. Mentor students on design innovation and studio functioning.

Major Contributions:

- Uncovered need and successfully advocated for addition of Drawing for Designers class to curriculum to teach visual communication tactics.
- Evolved classes to fit changing industry trends, annually redesigning curriculum for all classes.
- Played key role in initiating cross functional product development dialog to form collaborative relationship with Northeastern School of Business. (1st class ran in 2008)
- Served as advisory member of faculty structuring new graduate program
- Instilled real world relevancy in classrooms, grooming students as if they were working in actual studio, expecting professional results.

Carroll Design: Lowell, Massachusetts - 1989 - 2006

Full service design firm specializing in bringing client products to new heights.



Carroll Design

Partner & Senior Industrial Designer

Spearheaded all aspects of design, business development, and marketing. Managed multiple programs running simultaneously. Participated in and directed design efforts. Established and cultivated client relationships. Led cross-functional teams of industrial designers and engineers. Liaised with technology vendors.

Major Contributions

- Co-built company infrastructure and grew it from start-up into highly successful enterprise.
- Oversaw all phases of design process including research, human factors analysis, industrial design, mechanical design, model making, rapid prototyping, and vendor liaisons.
- Forged and developed loyal and long-lasting client and referral bases; continue to work with numerous clients to date.
- Maintained high performance creative atmosphere during company expansion organizing and hosting outings and special events to boost morale and collaboration.

Highlights:

- Hired as 1st employee
- Advanced to ownership of 26% of firm.
- Orchestrated successful completion of projects for clients in Medical, Consumer, Telecomm, and Laboratory product industries.
- Recognized by diverse worldwide industries for innovation; multiple products featured in industry specific magazines.

NOTE: Additional history includes roles as Furniture & Exhibit Designer, OMNITEC ARCHITECTURAL, Lansing, Michigan (1988 - 1989), and Industrial Designer, KMH DESIGN, Ceresco, Michigan (1988) Jim Miller Engineering (Ann Arbor). Details upon request.

education

MBA • Master of Business Administration: Innovation & Design Management Suffolk University, Boston, Massachusetts 2009



Impetus behind my desire to acquire a terminal degree presented itself in this unique offering by Suffolk with an MBA with a concentration in Innovation and Design Management. This was an intensive 18 month process focused around a cohort of 19 individuals from a variety of backgrounds, yet with a singular vision. Our international trip took us to Milan where we were able to take classes and visit a number of large Italian companies that focused on design and the challenges of managing creative people. My Experiential/Thesis project was the business plan for Redfish Product Development LLC.

My MBA has afforded me professional advancement within Massachusetts College of Art and Design where I gained full time status as of 2009. Having the MBA gave me the confidence to execute Redfish.

BFA • Bachelor of Fine Arts: Industrial Design (IDSA Student Merit Award) University of Michigan, Ann Arbor, Michigan 1987



Industrial Design program rooted in the fundamental skills of product development. Visual communication, problem solving and storytelling being a primary focus. 2D Sketching and 3D visualization solidified the process I use now with my own students and in my professional practice. I was fortunate to have been selected as the Merit Award winner and given the opportunity to present my work at the regional IDSA conference held at the Henry Ford Museum in Detroit Michigan.

professional affiliations

DMI: Design Management Institute
Design Museum Boston
Industrial Designers Society of America (IDSA)
Massachusetts Teachers Association (MTA)

awards

Core77 Design Awards 2014
Social Impact Award for the Saajhi Treadle Pump
Xylem Inc.

Spark Award Finalist 2013
Saajhi Treadle Pump
Xylem Inc.

Patent:
EP2469664 A1
Charger Coupler Published June 27 2012
ITT Electric Car Coupler