

EDUCATION

Stanford University, Stanford, California | June 2008
MSE, Product Design

Brown University, Providence, Rhode Island | May 2003
BS, Mechanical Engineering
Cumulative GPA: 3.6/4.0

EMPLOYMENT

Econetix, Inc. Director of Product Development, Co-founder, San Jose, CA | October 2009 - Present

- Developed business strategy, market approach, and pitched business to VC's and potential partners
- Designed pilot study for gaining insight from real users about the meanings and values of saving energy
- Coordinated development of functional prototypes for pilot study and investor presentations
- Created manufacturing timeline, cost estimate for design and injection molding tools for budget planning
- Assisted in developing user experience goals and web interface for continuous engagement strategy

Independent Consulting Work Product and Brand Development | Ongoing

- Coordinated and ran branding seminar for a start-up in the fitness & wellness industry
- Developed structural design for an interactive art piece to be displayed as part of 2010 Olympics

Orbit Baby, Inc. Product Design Engineer, Newark, CA | July 2008 - October 2009

- Worked as lead designer and project manager on two new products for the baby stroller / travel line
- Coordinated with industrial designer to develop product look consistent with brand identity
- Prototyped for hardgoods and softgoods products for both looks-like and works-like development
- Managed coordination with Chinese OEM and ODM companies to develop and plan manufacturing for new products - including overseas travel, communication via graphic documents, conference calls
- Created and employed project management tools for tracking part revision history, tooling modifications, schedule
- Developed new product category, with patent pending designs, for launch in Q1 2010

IDEO, Inc. Product Design Intern, Palo Alto, CA | Summer 2007

- Part of team that prepared and held 2-day 'Deep Dive' workshop for client SEVENTH GENERATION
- Engaged in field observations and interviews with new parents to identify product opportunities
- Helped to develop ideas through the IDEO design process and prepared material for presentations for a variety of clients: Food product manufacturers, banks, consumer products, global media/distribution

AeroAstro, Inc. Mechanical Engineer and Program Manager, Boston, Massachusetts | June 2003 - 2006

- Designed patented method for solar panel deployment for small satellites
- Managed \$80,000 testing and development program of sun sensors for Naval Research Labs
- Primary author of phase 1 SBIR proposal for innovative solar panel deployment methods for micro-satellites

TEACHING & VOLUNTEER EXPERIENCE

Teaching Assistant, Stanford University Product Design | 2007 - 2008

- Assisted in four Art, Design, and Engineering courses for graduate and undergraduate students

GOTO Boston, Vice President of Marketing, Co-founder, Boston, Massachusetts | 2005 - 2006

Brown University Racecar Design Team Leader, Providence, Rhode Island | 1999 - 2003

RELATED SKILLS & SOFTWARE

- Proficient in the design process for developing human-centered innovation with multidisciplinary teams
- Possess basics of Mandarin Chinese, have experience interpreting complex standards documents and planning compliance tests for international standards, created design-intent documents for Chinese manufacturers
- Adobe Suite (including video editing); Microsoft Office Suite; Various CAD Platforms