



Team. People. Why. How. What.

My passion is creating meaningful user-centric products that can provide a seamless experience in users' daily lives. My best feature is being able to keep in mind the big picture of where the design is going and bring everyone along on the journey.

Contact

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Please reach out and ask me for the portfolio website password

Education

2010-2011 Eindhoven University of Technology
Exchange, Industrial Design

2008-2012 Victoria University of Wellington
Bachelor of Design (honor), Industrial Design

Skills

Design

- Concept development
- Ideation
- Sketching
- Rendering
- Storyboarding
- Problem solving
- Design Philosophy
- Documentation
- Model making / Rapid prototyping
- Electrical prototyping

User Research

- Userability testing
- Surveys
- Persona building
- User journey mapping
- Prototyping
- Data analysis

Software

- Solidworks
- Photoshop
- Illustrator
- InDesign
- Sketchbook
- Keyshot
- Microsoft Office
- Arduino Coding

Industrial Designer Manager

10/2020 - Current

West Pharmaceutical Services

- Manager, R&D, Industrial Design: set strategic direction for Industrial Design. Participated in yearly R&D strategic planning with leaders within West.
- Responsible for R&D Advanced Design Programs converting high-level initiative objectives into multiple architectural-level design concepts and looks like prototypes for demos and new product development
- Aligns with R&D Applied Research leadership in support of developing next-gen design, tech, home health, and other West product portfolios.
- Hired, built, managed, and lead the industrial design team of designers. Responsible for ID talent recruitment, staff performance reviews, salary planning, and employee career mapping. Support my team in reaching goals and milestones.
- Proven leader with out-of-the-box, innovative, and strategic thinking in an ever-changing fast pasted environment.
- Establishes best practices for industrial design, introducing usability processes and user-first empathetic design approach, contextual design, and set processes for the ID team for example submit all designs to the intellectual property and human factors department.
- Collaborate with cross-functional R&D teams, including electrical engineers, mechanical engineers, biomedical engineers, system engineers, scientists, and human factors SMEs on global teams
- Communicate Status, Presentations, Demonstrations, and Project Updates and progress of various objectives to top management and senior leadership.
- Extensive product development experience, designing solutions and building products from early concept phases through manufacturing.
- Engaged in global cross-functional collaboration with engineering and supported product teams for West's vast portfolio of products, human factors, marketing, program direction, and intellectual property lawyer.
- Act as the voice of ID to stakeholders and C-level management. Present proposals and final designs to executive leadership.
- Increased the visibility, education, and influence on the value of Industrial Design within the R&D organization (headcount was increased by 150% and projected to increase by 400% by EOY)
- Lead, influence, empower and motivate global teams to implement best design practices via user-centric design, and innovation through analysis of unmet needs and new opportunities within the existing market
- Lead projects from an industrial design perspective in the early research phase of product development within ambiguous environments to identify opportunities and challenges that disrupt those spaces
- Participated in the Temple Women's Leadership Spring Series 2022

Senior Industrial Designer

11/2019 - 3/2020

Intellectual Capital Investments (Peter Arnell Consultancy)

- Lead designer on Lowe's account and participated in refreshing the existing product line while developing innovative new products.
- Analyzed clients' product landscape and designed solutions that utilized their manufacturing capabilities and opportunity areas.
- Designed with direction from Peter Arnell, autonomously worked through the design process, and communicated project progress daily.
- Partnered with clients' internal consumer insight teams to generate consumer-led products.
- Mentored Junior designers on staff.



Awards

Global Inventor Incentive Award for Invention Disclosure 202200088 (**West Pharmaceuticals Services 2022**)

The Select Equity Award (**West Pharmaceuticals Services 2021**)

Additional Training

Temple Women's Leadership Series 2022

EZRA: Career Coaching 2022

Senior Industrial Designer

01/2016 - 10/2019

Zuko Inc (Parent Company of La Lumiere, LLC)

- Lead designer on several projects and participated in all-design product phases, from initial ideation to manufacture-ready product, with ownership of design thinking, design, strategy, and outputs.
- Executed design direction and conceptualization of FDA-approved medical consumer products acquired by Johnson & Johnson and pending negotiations with other Fortune 500 companies.
- Designed and presented product presentations to C-level executives at stakeholder meetings.
- Collaborated with cross-functional teams across the client's firm, including their internal R&D team, global marketing team, global design team, and regulatory team. The ability to effectively communicate design intent and collaborate well across multiple stakeholders yielded successful delivery of product design.
- Researched all product phases (including user interviews, surveys, usability testing, and prototypes) and analyzed feedback to refine the design and improve user experience.
- Prototyped aesthetic and functional models for proof of concept and stakeholder meetings.
- Supported patent registration with detailed designs and technical specifications

Industrial Designer

01/2015- 01/2016

La Lumiere, LLC (Acq. by Johnson & Johnson)

- Designed and further developed illuMask FDA-approved medical products acquired by Johnson and Johnson.
- Conducted user research: User interview, usability testing, prototyping necessary supplies for testing.
- Researched new technology and design opportunities in new product development
- Collaborated with engineers, doctors, and designers to identify opportunities, solve design thinking problems, and retain user-driven design and design intent through manufacturing.