

rolakadi

Industrial Designer

Critical Skills

Rapid Ideation & Prototyping
3D CAD Modeling & Rendering
User Experience Design [UED]
Strategy & Research Analysis
Design for Manufacturing

Technical Skills

Adobe Creative Suite
Solidworks
Fusion 360
Blender
Keyshot
Figma

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Education

Wayne State University
BFA | Industrial Design
Minor | Electronic Arts

Languages

English [native]
Arabic [professional]
Italian [elementary]
Spanish [elementary]

Public Speaking

WSU Industrial Designer Dialogue | 2019

Acknowledged by team leaders for a keen ability to enthusiastically deliver creative concepts with attention to methodology and strategy

Experience

Adjunct Professor | Wayne State University [Detroit, MI]

Fall / Winter 2022

- Developed design process course material for undergraduate-level students of various design disciplines.
- Successfully leveraged multidisciplinary design projects, lectures, demos, group critiques, assigned readings & activities that fostered students' design strategy, design research & user experience skills.
- Strong track record of consistent student engagement & measured growth of students' ability to visually & verbally express design concepts in 2D & 3D.
- Keen understanding of the latest tools & developments in the design industry, bringing real-world examples into the classroom to enhance learning & engagement.

Contract Industrial Designer [Los Angeles, CA / MI / TX]

May 2017 - Present

- **Design & Engineering | Design Process Development | Ongoing**
Collaborating with AI, UI/UX, engineering, medical & design nerds to envision multidisciplinary approaches to physical & digital experiences in the ever-changing landscape of design & tech.
- **Child Speech Therapy | Spatial Research & Design | 2022**
Navigated remote user research & analysis with a team to develop spatial solutions for speech therapists to safely work with schoolchildren during the COVID-19 pandemic.
- **Accessible Home Cooking | Research Analysis | 2021**
Conducted analysis of interviews & identified key insights on home cooking accessibility with designers via the remote virtual brainstorming platform Conceptboard.

Contract Industrial Designer | Fräsch Acoustics [Dallas, TX]

October 2020 - January 2021

- Aligned with the engineering team to generate 3D models, technical drawings, and AutoCAD assets.
- Managed on-site CNC manufacturing & acoustic product assembly.
- Delivered refined product spec sheets to the marketing team.
- Illustrated installation instructions for wall, ceiling, & lighting products.

Watch Designer | Fossil Group [Dallas, TX]

July 2018 - March 2020

- Delivered 13+ watch platforms seasonally; including cross-category collections & a sold-out limited edition watch.
- Designed & prototyped an original market-ready watch that fulfilled a marketing request to replace a best-selling watch.
- Spearheaded extensive digital artwork library of Fossil's standard CMF & hardware that proved to streamline workflow of ideation across categories and facilitate training new team members.
- Delivered seasonal visual stories that successfully communicated design vision to copy and marketing teams with expressive and concise images and descriptions.