

HELLO:

I visualize aspiration through stories in a way that touches peoples lives. My goal - to create artifacts for the future where atoms and electrons coexist in harmony and simplicity with the people that experience them.

My strengths lie in an ability to evaluate and iterate the core value of an idea instinctually from the inside out. I value the craft, ingenuity, and the fundamental product architecture of design.

I approach design with an intuition and informed naivety that guides me past pre-conceived notions or constraints. I am constantly searching for purpose and meaning to use as a catalyst for disruption. I trust and respect my meticulous design process which is iterative and continually evolving. It starts out divergent and complex, however through insight learned throughout it converges into a simple, unified and appropriate solution.

I believe that good design has power in cleanliness but is not cold or austere, it needs to connect to the humans that use it and engage both viscerally and intellectually.

I aim to do all of this to advance the people of this planet in the most positive and wonderful way possible! I love what I do!

EDUCATION:

2007 - Bachelor of Industrial Design (Hons)
Carleton University - School of Industrial Design, Canada

INTERESTS:

Snowboarding, Film and Video Editing, After Effects, Photography, Drawing, Biking, Sailing, Fitness, Travel, Music, Software and Electronics.

RESUMÉ:

PRINCIPAL INDUSTRIAL DESIGNER

Aether - April 2013 - Present

Joining as one of the early employees of a new start-up, i have been deeply involved launching the first product from sketch to shelf while advocating design integrity throughout the entire process. As creative lead working with a small multi-disciplinary & multicultural team, my responsibilities focused on the direction of the companies design strategy, visual language, art direction and brand philosophy to create a holistic hardware, software and brand experience. I also worked closely with supply chain and manufacturing to keep bom costs low and quality high by traveling to asia multiple times to work with suppliers. Cone went on to win a many prestigious design and innovation awards including the gold at if for product design in munich germany.

DESIGN MANAGER

New Deal Design - September 2012 - April 2013

I was responsible for all aspects of the project, from client management to creative direction. My leadership style has been to lead by doing and exercising thought leadership. I'm always touching the creative process while harmonizing a multi-disciplinary design team both internally and externally. I aim to use resources efficiently and am not satisfied until the design has reached the pinnacle of its potential at an exciting and promising level. I value my ability to see this complex matrix of success quickly and intuitively. I work directly with NDD's principal to develop client relationships and business opportunities.

SENIOR INDUSTRIAL DESIGNER

New Deal Design - September 2011 - September 2012

INDUSTRIAL DESIGNER

New Deal Design - April 2008 - September 2011

INDUSTRIAL DESIGNER - INTERN

Mitel - June 2005 - August 2006

AWARDS:

Aether Cone:

Designer

Gold - iF Product Design Award

Winner - SXSW Innovation Awards Winner

Lytro Lightfield Camera:

Lead Designer - Concepted Design

Bronze - IDSA IDEA - 2012

Finalist - Fast Company Innovations by Design

Winner - Core77 Consumer Products Design Award

Winner - Last Gadget Standing CES

Sling Box 700U:

Designer - 2 Week Design Process

CES Innovations - Design and Engineering Award Honoree - 2011

Gold - IDSA IDEA - 2010

Sling Box Touch Control 100:

Designer - Developed Concept For Production

Bronze - IDSA IDEA - 2010

Better Place Charge Spot:

Designer - Developed Idea From Concept To Production

Gold - IDSA IDEA - 2009

Business Week - 50 Coolest Products of the 21st Century

Finalist - Brit Insurance Design Award - 2009

Winner - Index Award, Community Category - 2009

Kurio Interactive Museum Guide:

Lead Designer - Concepted and Manufactured Design

Gold, Concept Design Category - IDSA Northwest Design Invitational - 2009

Netgear RangeMax Dual Band Wireless-N Gigabit Router:

Designer - Developed Concept

CES Innovations - Best of Innovations - Home Networking - 2009

HUV Goggle:

Lead Designer - Concepted Design

Finalist - Microsoft Next PC competition - 2006

Clutch MX Motor Cross Glove:

Lead Designer - Concepted Design

3rd Place - Connect Competition - Dupont & Design Exchange National Student Design Competition - 2004