



Experience

HP INC, Houston, Texas November 2012 - Present Senior Industrial Designer, Commercial Desktop Products
Progressed the HP strategic movement towards user driven design solutions. Championed ethnographic methodology and facilitated user studies with the HP Human Factors team. Design leader for HP's new immersive technologies program. Elected commercial team ambassador by fellow designers and ID management. Representative design sales lead for RPOS north America. International commercial design lead with Taipei and Shanghai corporate partners.

Studio Red, Menlo Park, California March 2012 - November 2012 Senior Industrial Designer
Advanced new design methods and trends into a specialized tech sector studio. Introduced ethnographic methodology and branding opportunities. Tasked with expanding consumer business offerings from a tech and medical specialty into a well rounded product development studio.

Black Design Associates, El Segundo, California June 2009 - March 2012 Innovation Specialist
Created and managed new strategic partners and galvanized existing clients. Using a solid research and strategy approach to ensure robust product and brand development. Managed design development from incubation through turn key solutions, on time and on budget.

LDA Design Associates, Irvine, California November 2007 - June 2009 Senior Industrial Designer
Managed individual projects directly with clients phase by phase. Helped develop and consolidated design concepts within group projects. Given opportunity to grow within a business development role. Established new client contacts and helped start several new programs.

Herbst Lazar Bell, Lake Forest, California April 2005 - October 2007 Senior Industrial Designer
Extensive ethnographic experience and focus group testing. Lead and took supportive roles on several high profile client projects. Bridged communication between design and engineering. Exceeded client expectations by directly sourcing vendors and contractual agreements. Built lasting relationships with clients and co-workers.

3D Industrial Design, Marina del Rey, California September 2004 - April 2005 Industrial Designer
Managed group projects and worked directly with clients. Experience in designing licensed products for Hasbro and Apple Computers. Development of electronic products from blue sky sketching to delivered functioning prototypes.

Education

Art Center College of Design Pasadena, California
Bachelor of Science, Industrial Design, Honors
August 2004

San Francisco State University San Francisco, California
Bachelor of Arts, Industrial Arts, Product Design and Development
May 2000

Bakersfield College Bakersfield, California
Associate of Arts, Liberal Studies
May 1997

Featured Products

HP "ENGAGE One", Launched Fall 2017
Transform any retail space with this versatile point of sale system that elevates the customer experience and supports critical business operations. Security, durability, and flexibility without compromising design, the HP Engage One reinvents the in-store experience.

HP "ENGAGE One Prime", Launched Winter 2019
The Engage One Prime delivers exceptional experiences to customers and value to any business with a sleek, affordable Android based platform. Plug and play versatility that is easy to set-up and offers popular payment services.

HP "Google Chromebox G2", Launched spring 2018
A compact design with a small footprint, ideal for space-conscious setups and minimalists. Completely sold out within the first day of launch. The HP Chromebox G2 is the first desktop Chrome OS machine to support Android apps. Perfect product for people looking to ditch the traditional desktop and have all of the computing features they require on a daily basis with the addition of gaming and entertainment.

HP "S14 Portable Display", Launched spring 2018
HP's first portable 14" USB-C display. Dual-display productivity anywhere you work. On your own, in groups or at client sites. With a folding wraparound easel cover, stand up, and connect to your device with just one USB-C cable. Presentations, home theater and productivity applications. Number one selling S series display for 2018.

Aptitude

Attributes
Attention to time management, critical research of ideas while maintaining scope and costs. Approach to the creative process with openness, understanding and free flow of ideas. Able to complete designs from research to pre-engineered prototypes. Clear communication skills throughout the entire process.

Recognitions
Awards - Press

2018 CES Innovation Award (ENGAGE One) *"The HP ENGAGE One system was developed after working with leading retail and hospitality customers and partners to reinvent the segment. And by all accounts, HP has created a transformative POS system for the customer's in-store experience."* Small Business TRENDS
2018 IDEA International Design Excellence Awards (ENGAGE One) *"With great security, durability, and flexibility, built into its gorgeous design, the HP ENGAGE One System meets the demands of your business."* Barcodes

2018 IF World Design Guide Awards (ENGAGE One) *"HP ENGAGE One, the company's retail point of sale solution, was selected by one of the world's largest office product retailers to power 2000 stores in the quarter."* Yahoo Finance

2018 HP Reinvent Awards, Most Innovative Design (ENGAGE One) *"It's not just about building a nice-looking POS system, however, but about HP's long-standing history in security to protect consumer data during checkouts."* Windows Central

2019 IF World Design Guide Awards (ENGAGE One Prime) *"HP ENGAGE One Prime is a sleek, affordable all-in-one point of sale solution designed to meet the needs of smaller businesses."* AVNetwork

Computer Skills

Solidworks, Keyshot, Photoshop, Illustrator, Sketchbook Pro

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