

DANA MC PHERSON

Industrial Designer

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EDUCATION

BFA Industrial Design, 2019 *with distinction*

California College of the Arts, San Francisco, CA

DESIGN EXPERIENCE

KOHLER Kitchen & Bath | Industrial Design Intern

Spring 2020 | Kohler, WI

- Worked in a cross-functional team with design, engineering and marketing. Identified existing issues of the Continuous Clean and proposed potential solutions for the appropriate cost and timing factors. [Global project USA + China]
- Presented opportunities to address unmet women's needs in the bathroom space. Primarily illustrating the product road-map and executing design research on the trends and insights of consumer and competitor product offerings.
- Led the design research and concept development for the Compact Vanity + Lavatory project. Prototyped, tested, and designed highly functional and modular solutions that particularly address women's needs.

Peter Solomon Design | Industrial Design Intern

Summer 2018 | Hollywood, FL

- Conducted and presented extensive market/user research, insights and findings.
- Involved in the ideation and conceptualization phase of a children's toy project mainly through sketching ideas, rough CAD concepts and 3D printing prototypes.
- Wireframed and designed UI/UX concepts for a digital platform.

Record Man Consulting | Graphic Design Intern

Summer 2017 | Miami, FL

- Worked and collaborated with recording artists to translate their musical vision into branding content for digital platforms such as: SoundCloud, Spotify, and YouTube.

Freelance Designer | Graphic Design

2017 - 2019

- Designed the branding and packaging solutions for a local catering business. Responsible for the design process and execution of both print and digital materials.
- Created promotional flyers, posters and banners for an independent music label digital marketing initiatives.

RECOGNITIONS

NASAD Accreditation

California College of the Arts

2018 | San Francisco, CA

SKILLS

Analog

Sketching

Rapid Prototyping

3D printing

Modelmaking

Woodworking

Ceramic

Sewing

Digital

Solidworks

Rhinoceros

Keyshot

Illustrator

Photoshop

InDesign

Lightroom

LANGUAGES

English

Spanish

Portuguese