

Benjamin John Denzinger

Industrial Design / Innovation Strategy

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Education

Stanford University, Stanford CA

Innovation and Entrepreneurship Certificate - Postgraduate Professional Certificate from the d.School & Stanford Graduate School of Business. Visual Design Coordinator for alumni networking platform: Cardinal Seed Group. **2016 to 2018 (in progress)**.

Georgia Institute of Technology, Atlanta GA

Bachelor of Science in Industrial Design - College of Architecture - Student IDSA member - Dean's List. **2003 to 2008**.

Art Center College of Design, Pasadena CA

Design Process & Sketching for Designers - Art Center at Night continuing education - Work published in Spring 2011 catalog and on website. **2010 & 2015**.

Professional Experience

Sunscope Group of Companies, Los Angeles CA

Industrial Designer & Project Manager - Manage and strategize product development and innovation projects for Fortune 500 companies and independent entrepreneurs from initial ideation to final production with design & sales team and overseas & domestic manufacturing partners. 10 Patents issued & 4 Patents Pending. Some clients include: Proctor & Gamble, L'Oréal, Unilever, Coca-Cola, Geico, American Express, AB InBev / Labatt, Dunkin Donuts, Mondelēz, Novo Nordisk, BMW, Netflix, TD Bank. **September 2008 - Present**.

SlayZinger Creative, Los Angeles CA

Industrial Designer - Contract freelance product design and development initiative. Assist individuals and businesses in bringing product ideas to life from initial ideation to final production and delivery. Current clients are in the custom LED lighting and baby product categories. **April 2010 - Present**.

Big Bang, Atlanta GA

Industrial Designer - Intern and then contract designer for product discovery and implementation consulting firm. Involved in design research, idea farming, concept generation, product sketching & rendering, vendor coordination, product testing and design competition entry. Clients include: Newell Rubbermaid, Goody, Cuisinart, DenTek, Char-Broil, and BARD Medical. **December 2007 - September 2008**.

Vans / Pro-Tec (A VF Company), Cypress CA

Industrial Designer - Intern for original skate shoe brand in the equipment group. Conducted design market research by visiting local skate, surf and watersport shops to survey retailers and consumers about product line. Also utilized online message boards to survey a wider international market base. Research led to a phase 2 design project for a wakeboarding personal flotation device, PFD, for the Pro-Tec product line. **May 2007 - August 2007**.

GA Tech CATEA (Center for Assistive technology and Environmental Access), Atlanta GA

Graphic / Exhibit Designer - Managed graphic and exhibit design projects for GA Tech research institute for staff research scientists. Center focuses on research and development to better the lives of disabled individuals. **March 2006 - May 2007**.

Skills

Analog

Rapid sketch visualization and thumbnailing. Refined product sketch rendering with materials and 3D form development. Sketch modeling and rapid prototype finishing with painting, labeling and mechanical feature creation. Sewing machine operation and leather working. Cut & sew design and prototyping.

Design

Research - design, market, ethnographic and competitive product analysis. Create style guides & mood boards. Design thinking - empathy mapping, prototyping and testing ideas to quickly iterate, refine and/or pivot. Brainstorming - lead groups, participate and individually guided. Engineering - CAD modeling and design for manufacture. CMF Design - color, material, finish. Factory specification and tech pack creation. Iteration through sample analysis and testing. Graphic, packaging and exhibit design. Storytelling through design presentations and pitch decks. Large scale catalog design work. Web design and product photography.

Digital

Mac and PC. Adobe Creative Suite. Digital sketching & rendering. Solid Works CAD - solid body and surface modeling (G2 & G3 continuity). Autodesk Fusion 360. Onshape CAD. Alias 3D. Bunkspeed Shot. KeyShot. Catalyst 3D Printing by Stratus. Sketchbook Pro. Microsoft Office Suite, Numbers, Pages and Keynote. Squarespace and WordPress web design platforms.

Professional

Project management, innovation leadership and design strategy. Managing and working in teams. Collaborating with sales, engineering, distributors and clients. Working with local & overseas manufacturing facilities and vendors. Developing products that reach the marketplace. Corporate and consulting design professional experience. Managing multiple projects at once in different phases.