robcameron

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www.robcamerondesign.com

Multidisciplined, articulate, and visionary professional designer with experience in product strategy and product design development to significantly increase product sales and visibility to the customer. Possesses outstanding verbal and interpersonal communication skills and an inherent ability to convey fresh ideas and captivating visuals. Strategic thinker who deeply values a strong creative team and opportunity to continually learn.

Professional Experence

2007 – Current

Rob Cameron Design – [Based - Baltimore / Cincinnati / Detroit]

Independent Industrial Design and Product Development Services

- Providing Services in: Product Design, Advanced Visualization, Product Strategy, Customer Research, Graphic Presentation, Web Development, and 3D Surface Development.
- Working to develop manufacturable products based on developed market customer profiles, customer processes and philosophies, brand identity, and customer budget to impact future consumer needs and desires.
- Clients include: Hasbro, HoMedics, Powermat, Altia, and others

2009 – Current

Dewalt / Stanley Black & Decker - [Powertools Headquarters - Towson, MD]

Industrial Designer – Dewalt & Industrial Power Tools Group

- Project Leader for Next Gen Large Angle Grinders – Responsible for design direction based from concept sketch, ergonomics, to Catia 3D surface development, rapid prototyped 3D property & SLS prototypes, while encompassing Dewalt brand DNA. Traveled nationwide for job site research to understand end user's applications and issues. Required to work collaboratively with engineering and marketing to find the right balance to deliver the required CTQs.
- Project Support for Next Generation Small Angle Grinders - Responsible for design direction for a diverse range of grinders and applications. Worked to develop better ergonomics for users in emerging markets
- General ID Support - Support colleagues on programs that are in advanced stages of product development

2007 – 2009

Johnson Controls Inc. / General Motors - Bundled Service Contract [Design Center - Warren, MI]

Industrial Designer – GM Personalization Studio

- Project Leader for Cadillac Personalization Strategy - Responsible for strategy development & design for proposed product development being rolled out for year 2012+ Cadillac vehicle programs. Created concepts and successful persuasive presentations for high-level decision makers. Strategy goal being to reduce cost to GM and the customer, while providing maximum opportunity for customer choice and revenue for GM. Interfaced with all divisions of product development from vehicle marketing, engineering, purchasing, program management, and design to create a cohesive and clear go to market plan which all groups support.
- Project Leader for All Accessory Wheel Development – Responsible for design & management of concept sketch, math development, 3D property development, prototypes, to final production part a-surface approval. Required to mediate all divisions from design management, product suppliers, engineering, marketing, and portfolio planning to ensure product meets desired execution.
- Project Leader for Premium/Prestige vehicle accessory design and product management - Including Cadillac CTS sedan, wagon, and coupe products. Additional vehicles included: Chevy Malibu, Pontiac Vibe & G6, and Buick Lucerne.
- 2008 SEMA Camaro Development – Developed themes for the 2008 SEMA show utilizing proposed accessory products for 2010 Camaro. Developed Camaro "Black" concept vehicle theme.

2006

Toyota Motor Company - [Tokyo Design Center - Hachioji, Tokyo, Japan]

Automotive Design Intern

- Seamless Mobility – Exterior design concept focusing on the integration of the vehicle into the lives and homes of their owners. Worked closely with other designers across cultures to create a strong concept, 2D development, 1:5 scale model, and VR room presentation in Toyota City for executive management.

Education

2003 – 2007
College for Creative Studies - [Detroit, MI]
Bachelors of Fine Arts – Industrial Design - Transportation

2002 – 2003
University of Cincinnati - [Cincinnati, OH]
School of Design Art Architecture and Planning – Urban Planning / Design

Relevant Skills

Digital:
- Photoshop/Illustrator CS3
- Autodesk Sketchbook Pro
- Catia V5 R18
- Autodesk Alias
- Bunkspeed Hypershot
- Rhino 4.0+ / Flamingo
- MS Word / PowerPoint

Manual:
- Pen / Pencil Sketching
- Marker Rendering
- Thumbnail Generation

3D Translation
- Hand Foam/Clay Sculpting
- SLA Rapid Prototyping
- Finish and Paint Work
- Foam Core Mockups

Awards and Achievements

Camaro “Black” show car concept featured at 2008 SEMA, 2008 LA Autoshow, and 2009 NAIAS
3rd Place Award in SFIC Chrome Competition 2006
IDSA CCS Chapter Member
Bordinat Memorial Scholarship
College for Creative Studies Scholarship

References & Portfolio available upon request