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Product Design & Development

Profile

My passion for design is matched only by my levelheaded approach toward business and new product development. By blending my skills in industrial design with strong business acumen, I hope to propel business by creating products that customers love by focusing on their latent needs and emotions. My belief in truth in materials carries the customer's expectations through to the performance of the product, ultimately building the brand through repeat purchases. My goals are to bring my experience and love for design to a company that shares my passion for design, and to help build a team of leaders who aren't afraid to have a little fun during the process.

Education

Northwestern University Masters of Product Design & Development Evanston, IL 9/2009-6/2011

- Masters of Science- McCormick School of Engineering Candidate- June 2011
- Combines courses in Kellogg Business Management & Marketing, Design, Engineering, Finance, Accounting, and Law.
- Maintained a 3.7 GPA
- Excelled in Human Factors under Russ Branaghan from Arizona State while at Northwestern.
- Rated as one of the Top 30 Design Programs in the World 2010 by BusinessWeek.
- Developed a product from cradle-to-sales presentation in a multidisciplinary group over the course of 2 years.
- Project leader in charge of managing a team of software developers that designed and developed a gallery website showcasing the program.

University of Illinois-Chicago Bachelors of Industrial Design Chicago, IL 8/2001-5/2004

- Studio Arts Minor
- 4.73 GPA Honor College Graduate
- Member of heralded Interdisciplinary Product Development course- Sept 2009 BusinessWeek Innovation Blog
- Volunteered for the NBC5 Homework Hotline for 1 year helping kids with their homework two nights per week
- Researched products to improve childhood exercise, as well as studied psychology and medicine.

Experience

Freelance Designer Industrial & Graphic Design Chicago, IL 4/2007-Present

- Graphic Designer and Illustrator for Sephora
- Maintained a strong working relationship with design sourcing company Luft Industrie for over 4 years.
- Designed packaging and finalized illustrations for the highly successful Sephora Kat Von D Angeleno train case.
- Conceptualize and create drawings for point of purchase wine displays for Columbia Crest & Red Diamond vineyards.
- Concept and designed 4 wine displays for Red Diamond- All of which went into production.
- Create patent drawings for Haus Kollektiv, Kinderville, and Sephora

It's Academic Designer Northbrook, IL 6/2007-3/2011

- Conceptualized and designed school supplies ranging from rulers and sharpeners to locker vanities and binders.
- Emphasize consumer research through surveys, Amazon product testing, and YouTube product reviews.
- Study childhood ergonomics and human factors to improve usability and reduce strain.
- Featured in "Top Ten Back to School Products" in Women's Day- August 2009
- Reduced manufacturing costs by creating lean designs using low cost materials and processes.
- Consolidated generic brands to improve overall market awareness of Lockermate brand.
- Improved packaging, consumer research, and branding resulting in increased sell-thrus.

Experience cont'd

Houston Harvest, Inc. Industrial Designer

Franklin Park, IL 12/2005-3/2007

- Sketched and created drawings for houseware and novelty toy products.
- Worked closely with product management, product designers, and graphic design to launch products on time.
- Teamed up with product designer of Hx2 to create several successful Target exclusive seasonal housewares products.
- Winner of 2006 Disney Innovator of the Year- Houston Harvest
- Lead product design & development for Scooby Doo for 3-holiday seasons- Concept through Manufacturing.
- Innovated Easter basket packaging to hold a sports ball, which reduced assembly time and tape needed by 40%.
- Designed Disney Princess Tutu that could fit girls size 3-7 and cost 30% less to manufacture- Still in production
- Responsible for designing complex die-lines using Adobe Illustrator
- Lead team to redesign front office that was approved by the head of Houston Harvest and well received by employees.
 - Focused redesign on improving desk ergonomics, using color theory to improve mood, and improve air flow/quality.

The Bradford Exchange Product Development Associate

Niles, IL 6/2004-12/2005

- Provided creative direction and leadership to freelance designers to develop new products for the collectibles industry
- Managed +10 people to design and develop model trains and miniature villages
- Managed multiple Asian vendors negotiating costs and providing art direction for sculpting and painting.
- Successfully launched +20 original products that are still on sale to this day.
- Maintained a project load of 90-150 products at a time from concept through production
- Presented original concepts supported by research and statistics to the directors at biweekly meetings.
- Trained 4 associates to maintain the FileMaker project status database.
- Provided creative direction for direct marketing ads placed in newspapers, magazines and mail.
- Negotiated deals with licensors and worked one on one to gain approvals.
- Designed products for +25 licenses including Thomas Kinkade, NFL, and Johnny Cash.

Skills

Design Tools

Illustrator, Photoshop, SolidWorks, SquareSpace, and other 3D Software
Hand Sketching, Rendering, Illustration, Video Editing

- Proficient in both Photoshop and Illustrator.
- Certified SolidWorks Associate- CertificatelD: C-EG7G4PWKB3
- Basic working knowledge of AutoCad, Alias, and Rhino
- Experience designing information architecture and studying HCI
- Designed and operates own website.

Business Tools

Microsoft Word, Excel, Powerpoint, JMP, and Google Docs.

- Enjoy presenting in front of large crowds utilizing MINTO principles.
- Prefer working in multidisciplinary teams while leading or following based on the need of the project.
- Conducted, observed and interpreted focus group and ethnographic customer research.
- Working knowledge of intellectual property and how to leverage it effectively.
- Comfortable using Excel for accounting, financial, and statistically purposes.
- Graphically display and analyze statistical data to detect trends and predict outcomes.
- Experience managing Google Adwords campaigns as well as selling products on Amazon Marketplace.

Etc.

PDMA Member

IDSA Member

Designs T-shirts for RIPT Apparel