

David D. Lewin, Industrial Designer



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SKILLS:

- Proven record with creative visioning and strategic thinking of consumer products.
- Exceptional hand sketching in various mediums with applicable skills in Adobe Photoshop CS3 and Illustrator CS3.
- Applied understanding of biomechanics and human factors as it relates to performance product creation.
- Demonstrated ability to incorporate relevant marketing and branding principles in design.
- Effective design leadership with active project management.
- Cross-cultural skills with an accent of global thinking.

CONSULTING EXPERIENCE:

DAVID LEWIN INDUSTRIAL DESIGN – Consultant, Owner and Principal Designer, Portland, OR, 04/2005 - Present

- Multi-disciplined industrial design visionary currently developing intellectual properties for:
 - Top footwear: Athletic to lifestyle.
 - Consumer products: Portable electronics, multi-tools, optics, flashlights, bags, illustrations and graphics.
 - Custom automotive industries: Design and rendering of automotive interiors and exteriors.
- Client list: Leupold Stevens Optics, Under Armour, REI, Crocs, SR Suntour, Leatherman, Keen, Caterpillar, Polliwalks, Coast Cutlery and others.
- Solely responsible for daily business operations including new business development, account management, client relations, talent acquisition, creative design and direction. Focus on consumer cultural storytelling within a business context.
- Responsible for establishing and nurturing methodology for concepts, strategies, goals and ideas to business partners at key project intervals.
- Offering effective design insight, problem solving, technical information and ultimately visualization or modeling services for various companies.
- Adjunct Professor of Industrial Design at ART INSTITUTE OF PORTLAND.
 - Teaching ideation, product theory, presentation rendering and mentoring aspiring Industrial Designers.
- Presentations to area high schools educating on careers in industrial design and product manufacturing.

PROFESSIONAL EXPERIENCE:

ADIDAS INTERNATIONAL- Senior Design Manager, Portland, OR 08/1996 – 04/2005

- Responsible for setting design direction, merchandising and managing issues with as many as 12 team members.
- Leveraging of brand mission, cross category knowledge and heritage to create relevant design strategies.
- Seasonal initiative leader, fiscally responsible, planning, staffing, managing workload and counseling team.
- Extensive international and domestic travel for research, marketing and development.
- Category point person presenting trends, feedback, and external/internal design promotion to global management team.
- Assisted with apparel and accessory design for cross-team product synthesis.
- Collaborate with marketing to create product briefs and work with development technical service groups to resolve product issues - from initial design packages through commercialization.
- Completed Technical Packages (drafting, patterns, material spec. and color maps).
- Hands-on Senior Design Manager of Cleated Sports (Football/Baseball 2000 – 2005).
- Helped grow business to rank second in Cleated Footwear Industry.
- Awarded “Footwear business Unit of The Year” for 2003 by Adidas Sales force.
- Senior Design Manager of Action Sports (Skateboarding/BMX 1998 – 2004).
- Implemented category technologies that resonated throughout industry. Examples: Ground Control Cleat '05, First Laser etched shoe and much emulated air-circulating skate “Clima” shoe (Gonzales) '02, Clima baseball cleat '03, Recycled mono-filament as foam replacement (Converse '94).
- Authored key products from account level to advanced concepts and signature athlete products (T. Aikman, R. Clemens, V. Guerrero, L. Mountain, M. Gonzales, D. Mirra, R. Nyquist).
- Assisted designs in Training, Basketball, Originals, and Kids category teams 1996 – 1998.

REEBOK INTERNATIONAL- Designer 2, Stoughton, MA 01/1996 – 06/1996

- Designed technical product for running with DMX technology and Cross-Training footwear.

CONVERSE INC. - Footwear Designer, North Reading, MA 01/1995 – 01/1996

- Designed performance outdoor and “Athleisure” skate/casual product lines from initial design to commercialization.

AD CONCEPTS – Freelance Footwear Designer, Reading, MA 06/1994 – 12/1994

EDUCATION:

RHODE ISLAND SCHOOL OF DESIGN, Bachelor of Fine Arts – Industrial Design 1989 – 1992

- European Honors program 1992. One of two students to represent RISD at GLASGOW SCHOOL OF ART.

- Nissan sponsored automotive design project.

- BROWN UNIVERSITY- Liberal Arts courses 1989 – 1992. Comparative Anatomy 1&2 (Anatomical Illustration, Human Physiology), public speaking, U.S. military history and Japanese art history.

UNIVERSITY OF BRIDGEPORT - Industrial Design 1987 - 1989