

chris borowiecki

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EXECUTIVE SUMMARY

The goal is to leverage my diverse experience as a professional multidisciplinary designer, strategy consultant and leader, in support of an established organization that seeks to continually evolve, improve and excel. The objective is to bring measurable, significant improvement to business and its goals through strategic problem solving, innovative exploration and inspired, effective user-centered design.

EXPERIENCE

TC Sounds San Diego, CA 1/2009 - present
Director of Design (1/2009) Director of Operations, USA (4/2013) (www.TCSounds.com)

- Developing the future of amazing audio products for the consumer market and the evolution of the TC Sounds brand. (ID, Web-redesign not yet live, Brand, Strategy)

Radiant Studio Inc. San Diego, CA 4/2003 - present
Founder and President (www.RadiantStudio.com)

- Established design services company, providing direct, personal, client interaction. Areas of focus: Industrial Design, Brand Development (Identity and Web), and User Experience (IA, UI, Usability).
- Independently performed all aspects of Project Fulfillment, Business Development, Marketing, Planning and Organization. Acquired and successfully served clients ranging from the Fortune 500 to smaller startups.
- Extensive experience and expertise helping clients translate their core business needs and goals into superior product solutions, compelling user experiences and relevant strategic directions.
- Spent time in China forging new business relationships and working with manufacturing there to capitalize on new opportunities and improve manufacturing processes and overall product quality.
- Example Clients/Projects: Cardinal Health (ID, Human Factors), 3D Incorporated (Business Strategy Dev., Branding, Web), CleverPet (ID), Jinrun Ltd. - Shenzhen (IA/Web/Branding), Tech Audio - Xiamen (ID), Tianle - Zhejiang (ID), Parts Express (ID), VEA Technologies/Mytek (ID, UX), ECOR Global (ID, Business Strategy Dev.)

3D Incorporated Irvine, CA 3/2007 - 8/2008
Vice President of Strategic Design

- Joined the efforts and services of my company Radiant Studio (above) in partnership with 3D Incorporated. The company's focus: helping the most exciting new technologies and emerging companies attain their goals through the intersection of business and design.
- Senior leadership role guiding and directing all major initiatives and projects, from analytical strategic evaluation and redefinition to creative tactical implementation supporting our clients.
- Created the messaging, corporate materials and product User Experience vision to help a small startup attain nearly \$.5M from initial investors and also land a spot on the AlwaysOn - OnHollywood Top 100.
- Collaborated with client's Executive Teams and guided development of corporate strategy. Created exceptional business messaging, VC documents and compelling presentations restructuring and capturing client's true strengths, capabilities and market potential.
- Example Clients/Projects: Link3 Technovations (Business Strategy Dev./Communications, UI, Branding, Web), Mojo Mobility (Bus/Comm), Kinor (Bus/Comm), B2X (Bus/Comm), Klegg (Bus/Comm, Branding, CES Tradeshow Exhibit Design)

Kyocera Wireless Corporation San Diego, CA 9/2006 - 2/2007
Strategic Design Account Manager

- Led efforts as the dedicated Industrial Design manager between Kyocera Wireless and Virgin Mobile USA. Worked closely with overseas ODMs to ensure quality/integrity of industrial design translation to final parts.
- Collaborated with Product Planning, Marketing and Technology Experts within the company to understand product roadmap strategy, consumer research findings and unexplored technical possibilities. Researched new materials and processes options to seed ideas for evolution of product offerings.
- Led Innovation Project in support of Virgin's MarCom team to explore and create advanced product concepts for the Virgin brand. Originated groundbreaking new technological, form and usage paradigms.

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chris borowiecki - EXPERIENCE (cont.)

- Digital Asylum/Stellcom** San Diego, CA 5/2000 - 3/2003
Lead Industrial Designer/User Interface Designer
- Developed Information Architecture, UI Design and applied User Centered Methodologies to large scale client web app and SW projects. Worked both as project lead of development team and also hands-on.
 - Distilled complex issues into easy to understand requirements, flows and interfaces. Created clean, simple and elegant solutions from high level concept to pixel-level detail.
 - Led Industrial Design and Human Factors initiatives within the User Experience Engineering team for both in-house technologies and offerings and also outside client companies seeking end-to-end solutions.
 - Brought in and managed external subcontractors to handle additional mechanical engineering efforts.
 - Example Clients/Projects: Guidant (ID), Trapeze Networks (ID), Intellidot (ID), Stellcom Reference Platforms (ID), Music Match- Apple, Dell (UI), eRemedy (IA/Web), MDEdge (IA/Web), Rokenbok (IA/Web)

- designDESIGN (DD Studio)** Carlsbad, CA 3/1998 - 4/2000
Industrial Designer
- Led projects across numerous industry verticals. (Consumer, Medical, Commercial)
 - Developed and defined projects from initial requirements, competitive analysis, user scenarios and concept options, all the way through to final design details.
 - In addition to Product Development, also provided clients with exceptional Branding and User Interface Solutions. Emphasis on organization, layout, sophisticated design, legibility, usability and quality.
 - Clients spanned Fortune 500 companies to smaller startups and entrepreneurs. Interfaced mostly with C-Level or Senior Leadership within client organizations for both development collaboration and in presenting our findings and solutions.
 - Example Clients/Projects: Becton Dickinson (ID), Therox (ID), Qualcomm (ID), Hughes (ID), Laser Mechanisms (ID), OnPoint (ID), Laser Diagnostic Technologies (IA,UI, Branding), DD Studio (IA, Web, Branding)

EDUCATION

- Arizona State University** Tempe, AZ 1997
- **Bachelor of Science** - Industrial Design - College of Architecture and Environmental Design

SOFTWARE AND SKILLS

- Software:** Adobe CS4 (Photoshop, Illustrator, Dreamweaver, etc.) Solidworks, Rhino, Visio, Powerpoint, Word
- Skills: ID:** hand sketching, illustration/rendering, model making, HF evaluation, 3D design, presentation.
- UX:** competitive analysis, scenario creation, task analysis, activity diagrams, wireframes, usability, visual design, graphic design, UI and Content Specifications, QA of implementation.
- Business :** strategy, requirements, negotiation, communication, analysis, planning, organization, budget and quotation, project management, collaboration, discernment, leadership.

PROFESSIONAL DEVELOPMENT & AFFILIATIONS

- Involvement with S.D. CONNECT and MIT Enterprise Forum events in 2009 - 2010
IDSA 2008 National Conference: "Polar Opposites"
Design Management Institute (DMI) course: "Creating the Perfect Design Brief"
Nan Powell presentation: "Trend Language: The Semiotics of Product Design"
Society of Plastic Engineers Conference and Day Classes and GE Plastics Seminars
CES, CTIA, MD&M and EHX shows and seminars

STRENGTHS

- | | |
|--|---|
| Strategic Design Thinking and Implementation | Problem Solving from Abstraction |
| Innovative Conceptual Frameworking | Exceptional Tangible, Visual and Verbal Toolbox |
| Interdisciplinary Collaboration | Diverse Business Experience |
| Process Oriented yet Adaptable | Pursuit of Excellence in All Areas |

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RECOMMENDATIONS

Verifiable at: <http://www.linkedin.com/in/designerchris>

VP OF STRATEGIC DESIGN

3D Incorporated

"I have had the pleasure of knowing Chris for over five years and consider him a good friend and highly competent professional. He brought a fresh perspective to each project we took on and his skills as a designer allowed us to produce results that impressed every client we worked with. He is talented, conscientious, and a very good man!" October 7, 2008

Joe Richter, OWNER, 3D INCORPORATED
Past - President and CEO of Kenwood USA.

Managed Chris at 3D Incorporated

STRATEGIC DESIGN ACCOUNT MANAGER

Kyocera Wireless

"Characteristics: (while in my service at Kyocera, as an Industrial Designer)

- excels in breaking down a problem to its fundamental nature to identify solutions and opportunities with purity and clarity.
- multi-disciplinary/excellent in design communications and visual story telling
- committed/works diligently/exceeds expectations
- capable of contributing design concepts that meet manufacturing criteria, well conceived and executed.
- worked on product refreshes, product accessories and line extensions
- detail oriented (including ODM oversight and error correction)
- strategically minded/intelligent
- driven to seek out new opportunities and possibilities that are unexplored or overlooked/thinks through problems from different angles, deep thinker
- genuine interest in working with/collaborating with different engineering groups, UI, UX, materials specialists, and strategy drivers.
- able to explore and negotiate ideas, concepts and solutions with decision makers
- eager to understand, proactively seeks knowledge
- can work independently or as part of a team" October 20, 2008

Top qualities: Expert, Good Value, Creative

Frank Tyneski, former Senior Director of Design at Kyocera
Past - Executive Director of Industrial Designers Society of America
Past - VP of Design Strategy and New Product Development at Skinit
Currently- Global Director of Consumer Design at Dell

Hired Chris as an Industrial Designer in 2006

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RECOMMENDATIONS (cont.)

Verifiable at: <http://www.linkedin.com/in/designerchris>

PRESIDENT

Radiant Studio

"Chris is an excellent Industrial Designer who knows how to take design requirements and turn them into not just one but several outstanding conceptual designs and then turn the chosen concept into a manufacturable product that stands out. I highly recommend Chris!" September 9, 2008

Top qualities: Great Results, Expert, High Integrity

Thilo Stompler, Founder and Owner of TC Sounds

Hired Chris as an Industrial Designer in 2006, and hired Chris more than once

LEAD INDUSTRIAL DESIGNER AND USER INTERFACE DESIGNER

Stellcom

"Chris has been an outstanding designer/consultant, delivering industrial design and graphic design services in a very professional manner. He is very detail oriented, ensuring an appropriate and creative design solution and leaving very little room for mishaps. He has excellent communication skills. Chris is a professional." October 16, 2008

Top qualities: Expert, Good Value, Creative

Patrick Howell, former VP of User Experience Engineering at CalAmp/Vytek/Stellcom.

Past - Owner/Principal of Digital Asylum.

Currently - VP Product Design at Neubloc, LLC.

Hired Chris as a Graphic/Web Designer in 2007, and hired Chris more than once

Portfolio Examples at: <http://www.RadiantStudio.com>

References Available on Request