

ROSS CAMERON

INDUSTRIAL DESIGNER

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rosscamerondesign.com

Skilled designer and researcher with a focus on solutions to real-world problems that affect vulnerable people caught in life-threatening situations. Futurist with broad design knowledge from concept development to manufacturing.

EDUCATION

Pratt Institute

Industrial Design Master's Degree
2019–2022

Bard College

Biology Bachelor's Degree
2009–2013

3D SOFTWARE

- Solidworks
- Fusion360
- Blender
- Keyshot
- Substance
- Maya
- Ultimaker Cura

2D SOFTWARE

- Procreate
- Sketchbook Pro
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Lightroom

SKILLS

- Expert Written, Visual, & Verbal Communications Skills
- Concept & Form Development
- Exhaustive Design Research
- Analog & Digital Sketching
- Advanced Model Making
- Rapid Prototyping & 3D Printing
- CAD & 3D Modeling
- Photorealistic Rendering
- Color, Material and Finish Development
- User Testing & Research
- Additive & Subtractive Manufacturing
- Mold, Tooling & CAM Design
- Production & Manufacturing Knowledge

SELECTED PRATT PROJECTS

Wetwork

Wetwork is a specialized door hinge and alarm system that helps prevent people from being trapped in flooding basement-level apartments and spaces.

- Researched witness and survivor accounts of flooding in NYC during Hurricane Ida
- Developed hand made and 3D printed full-scale prototypes for specialized hinges
- Crafted alarm system using components that can be easily acquired and replaced

Drop-It

DropIt is a handheld water meter that allows point-of-access assessment of water quality for those in areas that lack access to reliably potable, clean water.

- Developed & designed with a multi-disciplinary team from Spain & Puerto Rico
- Researched 50+ scientific papers on water toxicology & conducted extensive market research for components to develop instrument capability suite
- Produced 3D printed, working prototypes with SocentLabo in Madrid, Spain.

Minder

Minder is a body tape with sensory output devices that bring a system of alarms and alerts to the body with a combination of light, vibration, and heat.

- Conducted use-case user experience interviews with a variety of subjects.
- Designed using extensive biomechanics and neurology research and theory
- Provided an alternative to reminder-fatigue-inducing iPhone-based alert systems.

INDUSTRIAL DESIGN RESEARCH EXPERIENCE

Graduate Assistant for *Pratt Institute, Dept. of Industrial Design*

Brooklyn, NY — 2020–2021

- Sourced and analyzed all syllabi for the Industrial Design Department's submission to the Sustainability Tracking, Assessment & Rating System Report
- Evaluated ID course syllabi for sustainability content & content quality
- Conducted analysis of courses sustainability content, produced report with recommendations for improvements to consideration for sustainability in classrooms

BRANDING, GRAPHIC & WEB DESIGN EXPERIENCE

Design & Communications Lead at *Helios Media*

Philadelphia, PA — 2015–2019

- Created graphics, branding schemes, logos, websites, infographics, press kits, online newsletters, and other collateral materials for over 40 clients
- Redesigned Helios' brand identity, including name, logo, website & copy
- Produced and edited copy for press releases, websites, blog posts, newsletters and social media, and a full-length independently published book
- Managed customer research, social media, social & conventional advertising and press outreach campaigns for clients and Helios

Programming & Design Assistant at *DesignPhiladelphia*

Philadelphia, PA — 2015

- Managed and produced all social media, blog posting, \$10k in advertising sales, and partner outreach to over 100 art & design organizations in Philadelphia
- Worked with a contracted design consulting firm to produce all the print, web and digital materials for the 2015 DesignPhiladelphia festival
- Produced postcards, maps, guidebook & other materials in-house
- Input in all design decisions throughout the course of my position

Design & Communications Coordinator at *South Kensington Community Partners*

Philadelphia, PA — 2013–2015

- Completely redesigned all of SKCP's print & web materials
- Developed new brand identity, promotional materials, marketing strategy and creative direction resulting in increased membership & event attendance
- Created valuable creative assets such as social media graphics, a new website, neighborhood maps & business directory and stakeholder contact database