Ross Cameron

INDUSTRIAL DESIGNER

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rosscamerondesign.com

I'm a multidisciplinary designer who uses my training, diverse skill set and creative perspective to craft beautiful, functional, life-changing solutions to difficult, pervasive problems. Through a rigorous process of design research, concept development and iterative design, I produce solid, needed products as part of an integrated design team. My honed skills in visual, written and verbal communication, paired with advanced shop and fabrication expertise allow me to bring a project from concept to production, with clear consideration for preservation of design intent and manufacturing bottom line.

EXPERIENCE

Graduate Assistant: STARS Report — 2020–2021
Prof. Frank Millero & Pratt Institute, Dept. of Industrial Design   Brooklyn, NY

- Sourced, organized, read and analyzed all syllabi for the Industrial Design Department's submission to the Sustainability Tracking, Assessment & Rating System Report
- Tracked down syllabi, evaluated classes for their sustainable content, & created data visualizations comparing other years & departments reports
- Put together recommendations for improvements to the department's consideration for sustainability in the classroom & syllabus

Design & Communications Lead — 2015–2019
Helios Media   Philadelphia, PA

- Designed infographics, branding schemes, logos, websites, web graphics, infographics, press kits, online newsletters, collateral materials and branding for over 40 clients
- Completely redesigned Helios' brand identity, including name, logo, website and copy
- Produced and edited copy, including press releases, web copy, blog posts, newsletter and social media copy, and a full-length independently published book
- Managed social media campaigns and social media advertising for clients and Helios
- Conducted research and press outreach campaigns

Programming & Design Assistant — 2015
DesignPhiladelphia   Philadelphia, PA

- Ran all social media, blog posting, $10k in advertising sales, and partner outreach
- Worked with a contract design consultant 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 — 2013–2015
South Kensington Community Partners   Philadelphia, PA

- Completely redesigned all of SKCP's print & web materials
- Integral in developing a new marketing strategy, brand identity & creative direction resulting in increased membership & event attendance
- Managed volunteers & oversaw all event promotion & social media
- Created valuable assets such as a new website, business directory & contact database

EDUCATION

MASTERS OF INDUSTRIAL DESIGN — 2019–2022
Pratt Institute   Brooklyn, NY

BACHELORS OF BIOLOGY — 2009–2013
Bard College   Annandale-on-Hudson, NY

SKILLS

- Product development expertise from **concept to tooling & production**
- A rigorous iterative process that generates **innovative solutions** to unmet needs
- Deep **design research** that produces unique and valuable insights
- Expert **written, visual & verbal communication** skills create compelling proposals & valuable product copy
- Clear & creative analog and digital **sketching**
- **CAD** steeped in attention to detail, manufacturing considerations, & preservation of design intent
- **Photorealistic rendering**, texturing & surfacing
- Dynamic form, color, material & finish development utilizing extensive **manufacturing, engineering, production & sustainability** knowledge
- **Advanced model making** skillset from sketch models to appearance models & working display prototypes
- Strong additive & subtractive **prototyping skills**, years of experience in 3D printing, CNC, vacuum forming & other rapid prototyping techniques
- Flexible & **adaptable design workflow** focused on elegant, workable solutions
- Passion for collaborative concept development & a **team-based design process**

SOFTWARE

- Solidworks
- Fusion360
- Rhino
- Substance
- Procreate
- Unity
- Keyshot
- Maya
- Sketchbook Pro
- Cura
- Adobe Creative Suite