

Suzanne Boyden: Industrial Designer

Multi-faceted, user-focused designer with broad experience and capabilities who prepares consumer product brands for market launch with packaging, displays and digital media.

- package design
- interaction design
- display design
- brand administration
- team leadership
- project management
- marketing ideation
- conceptualization
- design execution

Education

Master of Science · Georgia Institute of Technology
Bachelor of Science in Industrial Design · Georgia Institute of Technology

Experience

[March 2007 - Present]

Industrial Designer with FlatWire Technologies, a division of Southwire Company.

Designing collateral, packaging and products for paper-thin wire. www.flatwireready.com

- Hiring and managing talent, such as graphic designers, illustrators, and an in-house junior designer.
- Supervising project costs, purchase orders and payments
- Frequent collaboration with teams and resources within Southwire, ranging from the engineering group to marketing and sales
- Structural and graphic design, direction, and execution of packaging
- Extending the FlatWire brand with new marketing and sales collateral
- Market research of product installation practices and pricing strategies
- Sales and search engine optimization of online store with 200% increase in sales
- Building the corporate web site, writing copy and producing photography
- Designing exhibits and displays for trade show and sales use
- Producing user manuals with illustrated instructions

[August 2000 - Present]

Part-time Instructor at the Georgia Institute of Technology.

Teaching sophomores and graduate students within the Industrial Design program.

- Providing detailed instruction in Adobe Illustrator and Photoshop
- Discussing the fundamentals of layout, illustration and rendering.
- Establishing 3d modeling skills with realistic projects using Solidworks.
- Refine assignments each year, focusing on creativity and solid foundations
- Responsible for classes ranging in size from 25 to 40 students

[June 2002 - March 2007]

Industrial Designer at the Rock-Tenn Company.

Designed packaging and displays via 3d representations. Customers included Kimberly Clark, Procter & Gamble, Kraft, Nestle, Home Depot, SC Johnson, and their numerous branded products.

- Produced mock-ups and 3d renderings of graphic and structural designs
- Partnered with Structural Design engineers for ideation and execution.
- Package designs focused on aesthetics, interface with the consumer, and minimizing costs.
- Worked independently and as a team contributor
- Self-managed extremely tight deadlines for projects
- Supervised a summer design intern assisting with daily projects.

Software

Adobe CS4: Illustrator, Photoshop, InDesign and Dreamweaver, Solidworks and form-Z, Microsoft Office