

**WORK:**

**Incite\***

Senior Industrial Designer

January 2018 - 2019

Part of a talented team of producers, artists and developers working with major agencies and brands. I helped create physical spaces and objects for experiences, events and social media activations. Clients included Apple, Amazon Web Services, Levi's

and Hilton Hotels.

**Karten Design**

Senior Industrial Designer

September 2014 – 2017

Senior contract position at a dynamic and innovative Los Angeles design house, handling consumer and professional products ranging from Playstation controllers to industrial X-Ray machines to smart toilets. Sketch concepts and storyboards through to working prototypes, final production and manufacturing details for companies including Kohler, AEG, Duracell and DirecTV.

**Belkin International Inc.**

Innovation Designer

March 2011 – July 2014

Led soft goods and hard goods projects from mobile protection and accessories to wireless networking and energy management. I was responsible for a wide range of products and processes from complex tooled iPhone cases to handmade, low volume, professional equipment with the occasional Tour de France cycling team. The full toolbox of skills was needed daily - from foam carving and aluminum milling to SolidWorks and Keyshot. Excellent experience working with advanced materials, round-the-clock development cycle with multidisciplinary teams in Asia and some deep dives into very specific processes and problem-solving.

**Sony Electronics Inc., Santa Monica, Ca; Park Ridge, Nj**

Senior Industrial Designer

September 2001 – 2010

Nine years of experience leading a wide range of innovative ideas to market. Projects include the current Sony/News Corporation HD Jumbotron in Times Square, the world’s first Cinealta 4K professional digital cinema projectors, unique Bravia LCD surround sound televisions for Latin America and Brazil, fashion accessories and soft goods, interactive environments, and automotive systems in cooperation with Ford and Visteon.

From initial research, concept ideation, sketching and prototyping to final engineering, packaging and retail, I’m happiest when I can stay hands on through all stages of the development process. In my time with Sony, I was part of a very small team within a vast multinational corporation, giving me the chance to help shape truly unique and innovative projects. It meant indispensable access to global research and engineering resources combined with a nimble size that allowed my team a unique degree of freedom and the ability to often act as a de facto consultancy - free to move beyond divisions, identifying and acting on opportunities otherwise missed.

**Opticore USA, Inc., Troy, Mi**

3D Application Engineer

January 2001 - September 2001

A Swedish software company specializing in real-time 3D visualization for the web, design simulations, and commercial applications. Clients included Ford, GM, GE, Honda, Volvo, Jaguar, Audi, Bertone, and Nokia among many others. Using raw CAD data supplied by manufacturers, photorealistic environments and models could be produced that can be modified in real time - even while fully rendered. Created animated, interactive design presentations demonstrating these features, as well as aiding in software development and creating marketing material. Assisted in tutoring sessions and cooperated with studio designers to personalize interfaces and workflows.

**SCHOOL:**

**Center for Creative Studies College of Art & Design, Detroit, Mi**

September 1998 - May 2001

BFA Industrial Design

Transportation Design, Product Design, Interactive Media

Major corporate sponsored projects: Ford Th!nk Electric Car, Jansport Daypack

**University of Michigan School of Art & Design, Ann Arbor, Mi**

September 1996 - May 1998

Industrial Design, Fine Arts, Sculpture

**SKILLS:**

Experience with several CAD platforms with a concentration in Solidworks, Alias and SketchUp.

Fluent in Keyshot, Photoshop, Illustrator, Powerpoint, Flash, Pencils, Vellum, Foam, Aluminum.

Feverish Brainstormer. Dogged Researcher. Sensitive Listener.

**REFERENCES:**

Ellen Glassman, Director - Sony Design Center, Park Ridge Nj

Currently Director, Visual Design at MIT Sloan School of Management

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Rafael Calderon, Mechanical Group Manager, Sony Electronics

Currently President, D4C Product Development, San Diego, Ca

Contact: [Rafael.calderon@d4cpd.com](mailto:Rafael.calderon@d4cpd.com), 858-518-4605

Henry Law, Manager, Soft Goods - Belkin Inc., Playa Vista, Ca

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Kunsung Kim, Senior Branding Designer – Belkin Inc, & Sony Design Center, Santa Monica

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Eric Olson, Design Director – Karten Design, Marina Del Rey

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Dong Jun, Creative Director – incite\*, Playa Vista

Contact: [dong@inciteco.com](mailto:dong@inciteco.com)

**MEDIA:**

[Marriott, Michel. For Venus and Mars, a Midpoint in Design. New York Times 9 Oct. 2003](http://www.nytimes.com/2003/10/09/technology/09desi.html?pagewanted=1&ei=5007&en=9be0e37792eb04f8&ex=1381118400&partner=USERLAND)

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[Flickr Film Photography](https://www.flickr.com/photos/30811353@N04/)

[JustinJakobson.com](http://www.justinjakobson.com/)

[Instagram](https://www.instagram.com/filmish/?hl=en)