



Hello, I'm Devin.

Summary

Innovator, designer, pioneer guide. My special spot is at the intersection of physical and digital, helping companies develop products that people love. Always curious, my approach is as an expert generalist. As a designer I believe good design isn't a signature style, and the best designs, in addition to communicating use and brand, inspire not just the user but all stakeholders. As a design leader/manager, I believe in nurturing with consistency and stability, and advocate running with scissors.

Experience

Contract Consulting/SuperHeavy (8.19-present)

Collaborating with agencies and industry, providing guidance and application in the areas of: industrial design, project management, product strategy, product brand development, discovery, idea farming, design research, user experience, XBL.

Big Design/Big Bang (25 years)

Founder, President, and creative director. Lead strategy and development processes, including XBL (Experiential Brand Language), Agile and digital capability integration (physical+digital), on a diverse range of client engagements, in categories including consumer, juvenile, medical, and commercial, with clients such as Intel, Cuisinart, Pitney Bowes, CR Bard, and CocaCola. Strategic and creative guidance on marketing initiatives. Studio, team, client and project management. Developed and analyzed business processes. Managed recruitment and team-building responsibilities.

Accomplishments

- Four studios, 53 alumni, 656 products (shipped), and 107 patents.
- Lead four company repositioning strategies/campaigns.
- IDEA awards (bronze, silver, gold), IDA Design Award(Silver), Medical Design Excellence Awards (gold, platinum), ID magazine awards, Good Design awards.
- Developed proprietary innovation (Idea farming) and brand (XBL) development platforms.

Inno (7 years)

Advanced to Team leader and Industrial Design Manager. Lead project teams, including industrial design, engineering, and prototyping on client engagements. Project management. Scoped prospective engagements and guided resource development.

Accomplishments

- Quality Function Deployment (QFD) training and integration
- CAD/CAE integration
- Personally credited for ID Magazine and IDEA awards

McCalla Lackey Associates (4 years)

Senior Industrial Designer.

MasterRack-Fischer Haynes (1 year)

Industrial Designer.

Additional

Lectured at the Industrial Designers Society of America, the Product Development and Management Association, International Home+Housewares Show, Savannah College of Art and Design, Georgia Institute of Technology, and Auburn University. Instructed at Georgia Institute of Technology. Judged the International Design Excellence Awards, CES Innovation Awards, IHA Innovations Awards.

Education

Auburn University '83 BID cum laude

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